

# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City



VOL. CXLVI, No. 11 NEW YORK, MARCH 14, 1929

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## Better Bathrooms



THE tenant inherits his bathroom fixtures — plus the effects of the sanitary habits of his predecessor.

The C. F. Church Manufacturing Company of Holyoke, Mass., began a crusade against this custom some thirty years ago.

Came into being, the Church Seat—equipment the tenant would own and take with him when he moved. A fixture of lustrous material that will not warp, crack or splinter — ranging from glistening white through nine modern tints to ebony black.

The Church sales plan, by giving the plumber something to sell over his counter, has secured generous trade support and wide distribution for Church Seats.

Now, advertising has turned the spotlight of publicity on this attractive product and productive selling formula. It is making the home-makers of the nation bathroom conscious, and Church Seats synonymous with immaculate intimate hygiene.

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Our claim that they USE it is substantiated by the fact that they  
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chases refer to it  
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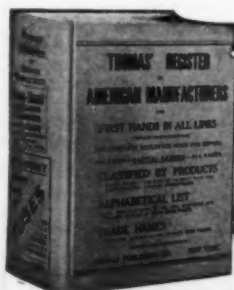
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**More than 850 in the "over \$10,000,000 class"**

**More than 3,000 "over \$1,000,000"**

**More than 8,000 "over \$100,000"**

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sage at the moment  
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TO ALL AMERICAN SOURCES OF SUPPLY**

**4500 pages \$15.00  
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**THOMAS PUBLISHING CO., 461 8th Avenue, New York**



# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXLVI

NEW YORK, MARCH 14, 1929

No. 11

## Does Chain-Store Growth Mean a New Deal for Salesmen?

Will Road Salesmen Have to Be Compensated on a New Basis and Will Other Changes in Sales Policy Be Called For?

By Jas. H. Warburton

Sales Manager, Marietta Chair Company

**I**F there has ever been a time when sales executives faced changing conditions it is now. And most important among the new problems is that represented by the fact that in many cases the entire sales organization and entire merchandising plan must be revamped to meet the rising tide of the chain-store movement.

It is said that this is a day of merchandising or selling problems, rather than one of production problems, but that's only the academic way of saying: To move to the consumer the present tremendous outputs of our factories, men in charge of selling have a bigger job to perform than they have ever known.

Perhaps the most intricate new factor for the sales executive to master is that of reorganizing and regrooming his road forces to cope with the swelling tide of mass distribution. Salesmen who have been trained to sell the independent merchant are going to need a new set of wisdom teeth. Apparently, things are going to be different from now on.

There are two questions which stand out prominently in this regard:

(1) Can salesmen who, during the hand-to-mouth buying era, have been calling on the regular independent retailer, be taught to sell the chain operators as well as the independents?

In other words, can they learn and speak with equal fluency two distinct languages?

(2) Will they be content to work under a new compensation system designed to meet both types of selling?

The manufacturer whose line is distributed entirely through independent retailers may consider himself fortunate (provided he can stay with his present

system indefinitely) in that he doesn't face the necessity of becoming a modern Dr. Jekyll and Mr. Hyde in the field of merchandising. However, if his domain has not yet been invaded by the chain store he is of that specially favored group that has "something coming to it."

My own company has for many years served the independent

**THE individual salesman in many lines is beginning to feel the effects of chain-store growth. In some companies his compensation has gone up beyond reason. In others, because he gets a smaller commission on chain business, his volume is higher but his net earnings much lower.**

**In both cases management has a problem on its hands. That problem, simply stated, is: Does chain-store growth mean a new deal for salesmen? This article points to several possible answers.**

dealer. It rather prided itself in the fact that it adhered strictly to the printed price list and a uniform discount policy. It still does, for that matter, but *what of the future?* This is uppermost in our minds just now. It isn't because we have any inbred aversion for the chain-store movement or look upon its advancing strides with any particular dread, that we are now asking ourselves this question. It's merely a case of trying to gauge the future and doing what seems best to prepare for it.

The chain store is a fairly recent development in our field. Just how much of a factor it may become no one can safely predict at this time. It may prove a boon to the industry, while on the other hand, it may sound the death knell of the rank and file of independents, and by so doing knock the manufacturers' time-honored marketing methods galley west.

For some time I've been gathering facts which may prove of value in revamping our program—if there must be some revamping in our business. I've interviewed men whom I believe to be thoroughly informed upon the present situation and whose views of the future are as sound as any. What I learned may prove helpful to some who are facing like problems.

First of all, I sought information pertaining to the present volume of business being done by chains. I found the following in a recently published bound volume entitled "Retail and Wholesale Trade of Eleven Cities," issued by the Committee on Collection of Business Figures, for the Chamber of Commerce of the United States:

"The entire census reveals a total retail business in the areas enumerated (eleven cities) of \$4,224,109,100 through 93,928 establishments. About 85 per cent of the stores enumerated were independently owned and accounted for \$3,011,090,300.00 or 71.3 per cent of all sales. This leaves 14,150 chain stores (or 15.1 per cent of the total number) accounting for \$1,213,018,800 or 28.7 per cent of the business. The average an-

nual sales per individual (independent) store was \$37,743 and per chain store unit \$85,726."

Of particular interest to me was the report on furniture. In the eleven cities surveyed there were 2,844 stores—2,458 independent and 386 chain. The independents showed total sales of \$137,957,000.00 or 67.2 per cent, while the chain stores ran \$67,400,000.00, or 32.8 per cent.

By the way, the eleven cities covered in this report, according to the committee responsible for it, do a little better than 10 per cent of the estimated total annual volume for the entire country. By multiplying the above figures ten times, we may get some idea of the business now in possession of the chains. However, I believe we are safe in estimating that the small towns—still the stronghold of the independent dealer—will pull the average percentage down considerably.

#### *What We Can Expect in Years to Come*

The increase in chain store sales, up to January 1, 1929, has probably not exceeded 5 per cent of total volume in any one year. If this rate should be maintained, however, another sixteen years would see the chains ruling the entire roost. But only the most pessimistic independent or most optimistic chain advocate will argue for any such complete victory for the chain movement. Suppose, for the sake of facing the issue, we set ten years from today as the peak of the chain-store era and that we predict for them then a half share in the total volume.

This sort of a picture of the future surely offers a big enough problem for manufacturers and their sales executives to handle. If they are to rebuild their sales forces to meet it, the chances are they are going to find themselves busier than they've ever been. For that reason, I am going to outline some measures now being employed by certain concerns, as well as some views as to what may be necessary within the near future to meet the situation, as

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Why these European offices of the H. K. McCann Company?—Because in Europe there are obstacles to productive advertising which can be surmounted only by an *on-the-spot* service. Our staffs in London, Paris and Berlin know Europe with the understanding of European business men. They place and control advertising with first-hand knowledge of the European machinery for such work. Yet they offer a background of American experience, use American ideas and methods, and generally govern their activities by American standards.

This type of service assures campaigns based on sound market information. Advertising creation is in accord with the varying customs and traditions of the European peoples. There is a coordination of advertising and selling seldom found outside of the States. Finally, the utmost economy prevails in the placing of advertising, a difficult matter in the face of unreliable circulation figures, secret rates and discounts, and a lack of standardized sizes.

More complete information regarding McCann *on-the-spot* service will be supplied readily. Address our Foreign Department, 285 Madison Ave., New York.

THE H. K. McCANN  
COMPANY *Advertising*

LONDON

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presented by the men to whom I've already referred.

Let me quote first from a letter sent to me by the editor of *PRINTERS' INK* on this subject. He writes:

"In one manufacturing organization with which I am acquainted, it has been customary to pay all of the salesmen a much smaller commission on business obtained from chain stores. Until a few years ago, the salesmen had no reason to object to this plan. However, during the last few years the number of chain stores in that field has grown tremendously. As a consequence, the salesmen are finding that although their gross sales are larger than ever before, their net income is smaller.

"Another problem which comes up in this same organization is: A salesman may have been selling to a department store in Pittsburgh for a number of years; that store is absorbed in a merger, and as a result is then classed as a chain store and his commission drops. With chain stores in every field growing so rapidly and with reports of any number of mergers in the department store field, it would seem as though these developments are going to exert a stronger and stronger effect on methods of compensating salesmen.

#### *Can Chain Buyers Be "Sold"?*

"Then, again, some manufacturers are beginning to think that a high type of selling ability is not required when one approaches the large chain-store organizations. This view is founded upon the assertion that the buyers in these chain-store organizations are very high-priced men, and that all they permit the salesman to do is to open up his sample case, display his line and quote the price. They give the salesman no opportunity to say more than a very few words—there is little chance for real selling ingenuity. At least one manufacturer has said that if he sent a porter around with his samples to some of the chain buyers the orders he got would probably be no smaller than those now obtained by his regular salesmen.

"These manufacturers are probably entirely wrong—but the fact remains that they are entertaining these ideas. It may not require extremely high selling ability to retain a chain-store account but it does to get one on profitable terms. However, since many manufacturers are evidently puzzled, a thorough checking up would not be amiss."

Here's what an executive who is in the closest touch with chain-store developments had to say:

"I do not think there is any doubt that fewer traveling salesmen are going to be needed as a result of the development of chain stores. It stands to reason that it takes more salesmen to call on 1,000 independents than it does to call on the buyer of a single chain operating 1,000 stores.

"Although the chains are making rapid progress, recent figures indicate that their proportion of the entire retail volume is not more than 20 per cent. No doubt, this proportion will be increased rapidly within the next few years, but it will be a long while before the traveling salesman will have only chain-store buyers to call on. If and when that condition ever develops, I believe there will still be a definite need for manufacturers' salesmen, and while fewer of them will be required, they will have to be of a higher type.

"The chain-store buyer may be more expert than the average independent merchant, but even an expert appreciates the assistance of a well-informed salesman. Selling to the chain stores may require a different type of salesman, but salesmen will, nevertheless, be needed.

"The manufacturer who suggests that he could get the same results by sending a porter with a sample line is probably using the wrong kind of salesmen now. The road salesmen who are displaced by the changing conditions in distribution will naturally have to adjust themselves to the situation."

In passing, I'll say that my own views coincide almost to the letter with those of the executive just quoted. I am sure now, that



Courtesy—Arkansas Soft Pine Bureau. *A Consistent Advertiser in House Beautiful for 15 Years*

## REAL MAKERS OF HOMES

House Beautiful reaches the real makers of homes. It goes into homes that are built, finished and decorated by the personalities of their owners. Again and again, the expression of such personality finds its inspiration in House Beautiful. ¶Thus, there's a vast difference between the interested reader responsiveness of House Beautiful's cross section of America and publications which cater to a mere dilettante regard for the fine arts. ¶It tells in the pulling. For in House Beautiful's 90,000 net paid (ABC) circulation lies a purchasing power limited only by the ability of the advertiser to attract. ¶Results in the Building, Furnishing, Decorating and kindred commodity field, entitle House Beautiful to first place on the list.

*House Beautiful's about 100,000 Net Paid (ABC) circulation offers a striking cross section of responsive America. We invite the acid test of keyed advertisements.*

# HOUSE BEAUTIFUL

THE HOUSE BEAUTIFUL PUBLISHING CORPORATION

*A Member of the National Shelter Group*

EIGHT ARLINGTON STREET

BOSTON, MASSACHUSETTS

should my company make a special play for chain-store business, I'd send none other than the best man or men in our organization after it—someone capable of meeting the expert buyer on pretty even terms and able to look him in the face and "talk turkey."

But let's see what an executive of one of America's large advertising agencies had to say:

"You have raised two questions: (1) Are manufacturers who are now selling large volume to chain distributors cutting commissions? (2) If so, to what extent on orders received from the chains?"

"In general, there is a pretty definite uniformity of practice in one respect: Our clients who distribute through the chain stores usually employ a high-grade salesman of the executive type, to contact the chains exclusively. Thus there is no conflict with the line salesman whose territory may happen to lie within the headquarters city of the chain.

"The compensation of the chain-store man is determined entirely apart from that of the other salesmen and the commissions are adjusted to fit the expected volume of sales.

"A few years ago, the regular line salesmen often called on the chain-store buyer. It usually developed, however, that these salesmen were inadequate to meet the situation. Chain-store buyers being high-grade executives like to deal with representatives who think in their own terms. One by one the sales organizations were readjusted to relieve the regular men of chain-store contacts and to place the real responsibility in the hands of the most important executives of a company.

"One sales manager told me that he explained the situation to his line salesmen thus: 'It would not be fair to give you commissions on chain-store business because the merchandise sold through chain headquarters is distributed all over the country, far beyond the limits of your own territory. In the second place, we have to make such a close price with the chains that most commission is absorbed.'

By the way, sitting at the luncheon table with this advertising agency executive and myself was the advertising manager of a very large toilet goods manufacturing concern. He mentioned one of their products—which is extensively advertised and sold through both independent and chain stores—and said:

"I can remember when we paid upward of 15 per cent to salesmen to sell it but now, due to the tremendous volume, it is costing us approximately 1 per cent. Fewer salesmen sell the many times larger output at this greatly reduced selling cost and make more money than in the old days."

#### *When the Road Salesman's Market Is "Lifted"*

These interviews have, I believe, suggested answers to some of the most perplexing phases of the new marketing problem brought on by the chain-store movement; but so far there is no solution offered as to what is to become of the road salesman calling on the independent dealer. If anywhere from 20 per cent to 50 per cent of his former market is to be "lifted" how is he to live—if he is a commission man? Or how is his firm to compensate him, if he is to be retained?

I turned for the best available answer at this time to several large manufacturers, whom I knew to be selling both chains and independents. One of these concerns is a large user of consumer advertising space and markets a high-grade specialty line. The other, at one time distributed most of its output through the chains or mail-order houses but is now in the midst of rebuilding its dealer organization. We shall now hear from the specialty line manufacturer first:

"We divide the country into sales districts, each in charge of a high-grade man with the title of sales manager. These sales managers spend a lot of time in the field, contacting the large accounts, conducting retail sales schools, planning for and helping these large

(Continued on page 191)

TH  
Rea

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Thorough Trading Area Coverage Through One Newspaper!

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# New Records!

**A** GAIN in February The Milwaukee Journal set an all-time circulation record in Wisconsin—223,050 net paid Sunday and 171,161 net paid daily!

Advertising also broke all Journal February records—1,330,552 lines for the month! First two months' lineage led 1928 two months' totals by 132,457 lines!

Afterthought: Milwaukee employment figures have set new high records each month for thirteen successive months.

**THE MILWAUKEE JOURNAL**  
**FIRST BY MERIT**

---

Read by More Than Four Out of Five Milwaukee Families!

---



# To Save Time and Increase Efficiency of Advertising Salesmen

A Postcard System Is Proposed to Agency Space Buyers—  
Would It Help?

By A. J. Slomanson

Vice-President, Littlehale Advertising Agency, Inc.

ACCORDING to a current directory there are about 400 advertising salesmen, employed by publishers' representatives, located in New York City. They are calling on approximately 300 advertising agencies in that city. This number, added to about 450 magazine salesmen (a number of magazines employing from two to seven salesmen) and about fifty local newspaper salesmen, and not considering the specialty advertising salesmen, totals about 900 salesmen who call on space buyers in New York City, or in other words, approximately three sellers to one advertising agency.

There is a need for salesmen, and 900 may be a conservative figure, since the majority of the leading publications in the United States are represented by these men. But, since there are about three sellers to every agency, and inasmuch as the agency reception rooms keep an average of three salesmen waiting regularly for the space buyers, would it not seem logical to try to find a panacea for such a waste of time? The trouble is that there is a plethora of salesmen, with only a limited amount of time to be given them by the space buyers. The advertising business is over-developed on salesmanship and under-developed on buymanship. Thus arises the question, "how could this great waste of time and money be minimized?"

One suggestion is the inauguration of a return postcard system. Publishers' representatives, their salesmen, and magazine and local newspaper space salesmen, when wanting information about certain accounts, could mail Government postcards, with return cards attached, to the agencies similar to the following:

(side of card to be filled in by space buyer)

Advertiser.....(name to be typed by publication) .....  
When will next schedule be compiled?.....  
When shall our space counsellor call on you? .....  
What facts about our publication will you want to know? .....  
Agency .....  
Address .....  
Space Buyer .....

The postage for such return postcards would be paid by the publications in accordance with the new United States Postal Law; a cost of about five cents including expense of postcard, against an average cost of \$1.50 for each salesman's personal calls on the space buyer.

It would take only a minute for the space buyer to fill out such a card, but it would save the space salesman about an hour on each call. The space buyer, too, could save considerable time with such a system in effect, since he would not have to leave his desk to answer the space salesman's questions such as "is there anything new?" and then take five minutes more to explain that there is not anything new, even though there may be.

Other benefits derived from such a card system would do three things:

1. Eliminate the necessity of two or three salesmen from one publishers' representative, magazine, or local newspaper office calling on one space buyer regarding the different accounts the agency handles.

2. The number of salesmen probably could be reduced one-third.

3. It would rid agency reception rooms of many salesmen waiting from ten minutes to an hour to



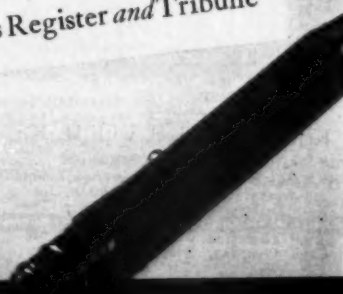


*Cover 3 large groups  
of IOWA BUYERS  
for 40c a line.*

- 1st. Every newspaper reader in Des Moines  
... a key city of 150,000.
- 2nd. Two out of every three newspaper read-  
ing families in cities and towns in the  
center two-thirds of Iowa.
- 3rd. A large majority of the farm families in  
the same area.

*These three groups comprise  
the 225,000 daily circulation of*

*The Des Moines Register and Tribune*



ask a simple question which could be answered by the before mentioned postcard system.

A space salesman should not call upon a space buyer unless he knows the latter is in a receptive state for his story, except when he has a message of vital importance for the space buyer, and he should then arrange an appointment in advance by the use of the aforementioned card system. The casual space salesman who disrupts the space buyer's work is the cause of the latter's antipathy for meeting salesmen.

The postcard system could be used to minimize the enormous waste of time and effort in having so many space salesmen call on so few space buyers. It would be the first important step toward standardization of selling and buying space.

### Dayton, General Advertising Counsellor, Hearst Papers

James C. Dayton, after a brief absence, has returned to the Hearst Newspapers as general advertising counsellor, according to an announcement received from Colonel Frank Knox, general manager of the Hearst Newspapers with whom Mr. Dayton will henceforth be associated.

With his return Mr. Dayton resumes an association with the Hearst Newspapers with which he has been identified for twenty-eight years. Until his resignation on February 1, 1928, he had been for fifteen years publisher of the *New York Evening Journal*, of which he also had been vice-president and treasurer. After six months of rest and travel, Mr. Dayton opened an office at New York as a publishing and advertising consultant.

### F. S. Newberry, Vice-President, Alco-Gravure

F. Stanley Newberry, for many years with the sales organization of the American Lithographic Company, Inc., New York, and at present on the commercial sales board of that company, has been made vice-president of Alco-Gravure, Inc., also of New York. He is also a director of the latter organization which is affiliated with the American Lithographic Company.

### Kenneth Groesbeck with H. K. McCann Agency

Kenneth Groesbeck, formerly president and treasurer of Groesbeck-Hearn, Inc., New York advertising agency, now The Alfred S. Hearn Company, Inc., has become associated with The H. K. McCann Company, New York.

### Alexander to Join New York "World" as Vice-President

E. M. Alexander will become associated with the *New York World, Evening World and Sunday World*, effective April 1, according to an announcement received from Ralph Pulitzer, president. As vice-president, Mr. Alexander will assume full and complete direction of the display advertising departments of these publications.

John F. Bresnahan, business manager, also has been made a vice-president, effective April 1.

Florence D. White continues as first vice-president and general manager.

Following several years in the Hearst magazine organization, Mr. Alexander entered the newspaper field in which he has filled many important executive positions. In 1917 he became associated with the *New York Tribune*, later becoming advertising director of the *New York Sun*. Shortly after joining the *Sun*, Mr. Munsey purchased the *New York Herald* and Mr. Alexander became advertising director of both papers.

In 1922 he returned to the Hearst organization as advertising director of the *New York Evening Journal*. Later he was publisher of the *New York Daily Mirror* and, following this, was a vice-president of the *New York American*. He has been vice-president of the *New York Evening Journal* until his recent resignation.

### A. K. Trout to Direct A. W. Faber Sales

Albert K. Trout has been appointed general sales manager of A. W. Faber, Inc., Newark, N. J., manufacturer of Castell pencils, erasers, etc. He formerly conducted his own business as a selling agent at New York under the name of the A. K. Trout Company, Inc. Previously he had been with the H. C. White Company, North Bennington, Vt., manufacturer of Kiddie Kars, as general sales manager, and with the Waverly Musical Products Company, Inc., New York, as vice-president in charge of sales.

### Richelieu Pearl Account to Peck Agency

Joseph H. Meyer Brothers, New York, manufacturers of Richelieu pearls, have appointed the Brooklyn, N. Y., office of the Peck Advertising Agency, Inc., to direct their advertising account.

The Brooklyn office of the Peck agency has also been appointed to direct the advertising account of the Segal Lock and Hardware Company, Brooklyn and Stamford, Conn.

### Stutz Motor Appoints Erwin, Wasey

The Stutz Motor Car Company of America, Indianapolis, has appointed Erwin, Wasey & Company, Ltd., Chicago advertising agency, to direct its advertising account.



**THIRTY MILLIONS** and more a year in payroll money is Jacksonville's greatest business asset. . . . It's also the reason why sales managers are classifying this center of industries, commerce and agriculture in the Southeast as a "star" market—Florida's most important city. . . . Business is looking to the South for new markets. . . .

Here the manufacturer who has a **GOOD** product has an opportunity for expansion—but any sales program worthy of the name must of course be backed by advertising which reaches the buyers in this market.

There's only one medium of concentrated coverage in Jacksonville and state-wide influence besides  
—The Florida Times-Union.

. . . Let us send you full facts.



**JACKSONVILLE IS**

**A "STAR" MARKET**

**Complete co-operation  
with advertisers**

**The choice of Jacksonville's  
merchants**

**The Florida Times-Union**  
JACKSONVILLE, FLA.

Represented Nationally by  
**REYNOLDS-FITZGERALD, Inc.**  
(Formerly Benjamin & Kentner Company)

New York . . . . . 2 West 45th Street	Philadelphia . . . 1524 Chestnut Street
Chicago . . . . . 203 N. Wabash Avenue	Los Angeles . . . 117 West 9th Street
San Francisco . . . 55 Sutter Street	

# REACHING THE HOME and HOMEMAKER in CHICAGO



**L**Homemakers' School. Hostesses representing the city's leading social and civic organizations assisted. The largest available halls in each section of

**L**Homemakers' School. Hostesses representing the city's leading social and civic organizations assisted. The largest available halls in each section of the city were engaged. Three schools of four sessions each were scheduled. An audience of nearly 70,000 women attended. More than 10,000 packed the hall for the last evening. Thousands were turned away from the doors.

Here was striking evidence of women's interest in the old but always good-fashioned art of making a home.

Here was an important example of the manner in which they respond to the appeal of one newspaper.

Here was a demonstration of one reason why that newspaper . . . The Chicago Daily News . . . has for many years been recognized as the most efficient medium for the advertising of any product appealing to women and the home.\*

\*Department Stores and Food Advertisers, notably, indorse this record for efficiency by placing in the columns of The Daily News more than 36 per cent of their total Chicago newspaper advertising linage.

# THE CHICAGO DAILY NEWS

*Chicago's Home Newspaper*

Advertising  
Representatives:

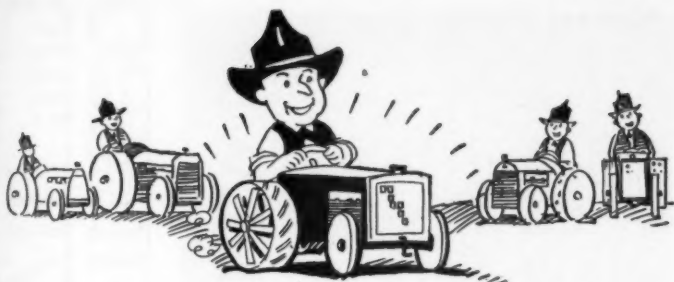
NEW YORK  
J. B. Woodward  
110 E. 42d St.

CHICAGO  
Woodward & Kelly  
360 N. Michigan Ave.

DETROIT  
Woodward & Kelly  
408 Fine Arts Bldg.

SAN FRANCISCO  
C. Geo. Kroegner  
303 Crocker 1st Nat'l Bank Bldg.

*Member of The 100,000 Group of American Cities*



## Every 5<sup>th</sup> Tractor in Oklahoma is a NEW Tractor

THE January 1, 1929 report of the Oklahoma State Highway Commission shows 22,050 tractors registered in Oklahoma in 1928 against 18,360 in 1927. This is an increase of 20% during the past year.

Nothing indicates the turn toward power farming in Oklahoma better than these figures. Nothing more accurately reflects the ability of farmers in Oklahoma to buy modern farm implements and machinery.

Your advertisement in THE OKLAHOMA FARMER-STOCKMAN goes directly to these farmers 189,616 strong.

189,616 ABC Circulation Each Issue

Carl Williams  
Editor

**The OKLAHOMA  
FARMER-STOCKMAN**  
Oklahoma City

Ralph Miller  
Adm Mgr

Published by THE OKLAHOMA PUBLISHING COMPANY  
THE DAILY OKLAHOMAN AND OKLAHOMA CITY TIMES

Radio Station WKY—1000 Watts—900 Kc.

Represented by E. KATZ SPECIAL ADVERTISING AGENCY  
New York Chicago Detroit Kansas City Atlanta San Francisco

# When Is the Testimonial Tainted?

Further Light on a Timely and Much Discussed Topic

By Raymond Rubicam

President, Young & Rubicam, Inc.

**T**O the fiery shouts of protest now rising from the advertising world against the "tainted" testimonial, I wish to add not so much a protest as a lamentation.

I speak, as the saying goes, more in sorrow than in anger. For it seems to me that the growing abuse of testimonial advertising probably came about less through intent than through the kind of blindness which prevents a man from perceiving himself a drunkard because he arrived there by easy and gradual stages. First a drink once in a while, then a drink every day, then several drinks a day, and so on into the night.

Meantime, the man's friends refrain from speaking to him about his growing excesses because he is otherwise an able and admirable fellow, and seems to be doing nobody any particular harm. When finally he has arrived at the stage when people begin to call him a nuisance he is incapable of appraising this verdict as clearly as he might have done 'way back before he had that first drink.

In this last surmise, I may, of course, be totally wrong. The users of the tainted testimonial may by this time see its fallacy as well as anybody. They may be heartily sick of it and have secret yearnings to escape its grip. They may feel, at times, as unhappy in their lot as the actor who has played a thankless role for a thousand consecutive nights.

That the testimonial as employed today by some advertisers is a destructive influence seems beyond question. That something should be done, and done quickly, to regulate it, is self-evident. That the advertising agent should be foremost and courageous in helping bring about some reform is my belief. There is no doubt in my mind that if a poll of advertising agents were taken on the question,

"Resolved, that the tainted testimonial be prohibited," the "Ayes" would have it by a thunderous majority. But isn't there danger that in the heat and fervor of protest and berating, the job of taint-removing may be tackled in an unfair and ill-considered fashion?

Thinking along this line, I have been asking myself, "Just how shall we define a tainted testimonial?"

One honest and able critic has said that every testimonial is indubitably tainted and objectionable if it is asked for and does not come as a free-will offering in the advertiser's mail. Is this true? Is there any valid objection to a manufacturer asking bona fide users of his product to state reasons why they prefer it, and then to publish these reasons in testimonial form? It seems to me there is no objection whatever to this if the person quoted is in the honest sense of the term a user of the product—that is, one who buys it in the regular way and prefers it voluntarily to other comparable articles.

If the seeking of testimonials in this way is illegitimate, is it also illegitimate to capitalize the results of an honest consumer survey? If during the course of asking users of an automobile, a vacuum cleaner, or a safety razor, how they like the product, some of them speak enthusiastically about it and are quoted in advertising—are these testimonials tainted?

There is one respect, at least, in which the solicited testimonial may sometimes be more trustworthy than the unsolicited one. When an advertiser visits a user of his product and obtains an endorsement, he knows at least that the giver of the endorsement actually exists and has being, and he has an opportunity of making sure that this person does use and prefer his product. On the other

hand, there is many a voluntary testimonial sent in by a practical joker or feeble-minded romancer who gives a fictitious name and address.

Other critics of present testimonial practice say that any testimonial for which money is paid is necessarily objectionable and should be barred from use. I agree that the payment of money in this connection is one of the two chief temptations (the other being notoriety). But what I want to know is, what constitutes a "paid" testimonial?

### *Are These Testimonials Tainted?*

I know a manufacturer of a product for children who receives every year hundreds of effusive letters from mothers praising his product. For twenty years it has been his custom to send to the children of these mothers whose testimonials are used, a Government bond of small denomination as a token of his appreciation. No request is made for testimonials in this manufacturer's advertising, no promise given in advance of any reward. The gift is intended simply as a means of gracious acknowledgment. Yet it is money paid to the giver of the testimonial. Are such testimonials to be considered tainted?

Another hypothetical case. A manufacturer approaches five men who are authorities on modern art and asks them for expressions of opinion on the beauty and significance of a new style of furniture which he has designed, and proposes to market. The critics are paid for their opinion and advice. They are invited to be honest in their comments because the manufacturer considers their criticism as well as their praise to be valuable. Four of the five men express themselves enthusiastically regarding the product, and their names, personalities and words of praise are used as testimonials. There is no insinuation in the advertisement that these men own any of this furniture or use it in their studios or homes. Still they are testifying in behalf of the product, and they have been paid.

Is this, then, a tainted testimonial?

Now suppose these testimonials had *not* been paid for, yet gave the misleading and untruthful impression that the artists had purchased the product and had furnished their homes with it. Would the fact that the testimonials had not been paid for purge them in spite of their untruthfulness? And is the truthful testimonial to be damned because money is received, regardless of circumstances?

Another question that troubles me is this. Suppose that a writer like G. K. Chesterton is approached by a manufacturer of an exercising machine, and is asked for a short article on the importance of exercise, and is paid for the article. Mr. Chesterton does not say that he uses the exercising machine. He merely points out the importance of exercise. Is that a "testimonial," and therefore something to be banned, if paid testimonials are to be banned? Or is it simply a piece of journalism by a journalist, and therefore something which can properly be paid for? If the latter is true, then consider this. Suppose that Mr. Chesterton is a man who never takes any exercise himself, although he sees its journalistic possibilities. Would it be honest to sell John Doe an exercising machine on the strength of Mr. Chesterton, the journalist, when Mr. Chesterton, the private citizen, considers exercise the bunk? How would the reader know who was talking to him, Mr. Chesterton, the journalist, or Mr. Chesterton, the private citizen?

Let us take another type of case that might come under the displeasure of some of the critics of present-day testimonial practices.

A society woman is asked to give her opinion on a number of new designs in fabrics. The testimonial that she gives says that they are beautiful and in good taste. It does not say or imply that she has purchased or used them. She is not paid for her testimony, but the individual who secures her testimonial is specially paid by the agency or the advertiser. What was paid for was not the endorse-



ment itself, but the service—the intermediary's time and labor and access to that particular woman. Is the testimonial therefore tainted and discreditable because the intermediary was paid a fee for obtaining it? And if we bar this unequivocally and without exception, do we not also have to bar any testimonial obtained by any salaried employee of advertiser or agency? Because here, too, we pay in another way for an intermediary's time and labor, and ability to reach the person who testifies. In the former case, a special fee may be paid simply because the job is a temporary one or because the person whose testimonial is desired is more difficult to reach.

### *Not Paid for but Dishonest*

If so, we must note that a testimonial for which the testifier is not paid, and for which no intermediary is paid, may yet be flagrantly dishonest. Suppose, for instance, that a manufacturer asks his employees to have their friends and relatives testify to their preference for a product they have no actual preference for, and do not use. In this and other ways testimonials are secured through friendship alone, and with no money involved, which are less legitimate than some which might be paid for.

All these questions must, as I see it, be carefully thought about in considering a code to regulate testimonial advertising. That is, all of the questions should be carefully thought about except the one involving Mr. Chesterton, which was put in to make the problem harder and funnier.

Rules alone will not be adequate. A little thought makes it evident that testimonials can be illegitimate whether paid for or not, whether asked for or not, whether secured through a paid intermediary or not. Reform must go deeper than a set of rules and regulations can go. The first essential is recognition by the agent and the advertiser that the tainted testimonial is not only unnecessary to his success, but in the long run and in the broad view, destructive of the one thing advertising must

have to be increasingly successful—public confidence.

There must be some kind of working code, of course, and it seems to me that it is up to the advertising agents of the country to take the lead in bringing this about. It is the agent's house which needs cleaning. The primary responsibility for shaping the copy policy belongs, or should belong, to him. Nobody has more to lose than he has by the destruction of general confidence in advertising. It is up to him to act in this matter and to act first. I do not think he should wait for the publisher to put the bars up on tainted testimonials. Nor do I think he should put the heavy burden of censorship on the publisher, who, obviously, cannot check every testimonial—cannot easily discover whether the person who says he or she is a regular user of a product actually is, or whether the testifier was paid for using the product.

The publisher, it seems to me, must ultimately depend on the good faith of the advertising agent and the advertiser. I believe that the great majority of the representative agents would welcome a regulation making it necessary for the agent to give to the publisher a written statement that what a testimonial states or implies is, to the best of the agent's ability to verify it, the truth; and that what the rest of the copy says or implies regarding the testimonial is absolutely true. Most of the present trouble is due to the type of testimonial that plainly says or implies that a certain person regularly buys, uses, and prefers a certain product when such is not the case. No complex set of rules is needed to correct this. It could be corrected in five minutes if the agents and advertisers who use such testimonials would agree to do it. The agent usually knows, or can find out, when a testimonial is "straight" and when it isn't.

It seems to me, incidentally, that some of the campaigns of questionable and questioned testimonials might have been put entirely beyond question had some hard work

been devoted to digging up real testimonials by real users of the products. These real users might be less prominent than those who now lend their names to these campaigns—although, with some products, I am not even sure of that. But anyway, who, in the light of present conditions, can doubt that a little less prominence and a lot more truthfulness would be quite as impressive in the long run?

While the advertising world is thinking of this matter of improving the ethics of testimonial advertising, why not also try to improve its good sense and good taste, which have sometimes been lacking?

The endorsing of numerous low-priced products, one after another, in rapid succession, by some one high-placed society woman, or luxury-loving movie queen, has its amusing side. There is nothing amusing, on the other hand, in the spectacle of a national hero saying publicly anything he is asked to say about one product or another, for the sake of notoriety or money.

During thirteen years in the advertising business I have used one or more testimonials in perhaps six or seven campaigns. Many of these testimonials would fail to meet all of the requirements of all of the critics—yet, looking back, I still regard the majority of those which might be objected to as entirely legitimate. In two or three of the instances, however, I would not use the testimonials which were used if I had it to do over again. In fact, to stop the present flood of objectionable ones, I would, if necessary, see this old and legitimate tool of advertising given up entirely rather than have the present unbridled abuses continue. It is beyond possibility, though, that the leaders of advertising cannot devise and enforce a way to remove the taint and yet leave the testimonial.

#### Appoints Toronto Agency

Hough & Kohler, Ltd., Toronto, Canadian distributor of Hohner harmonicas and accordions, has appointed Bowman, Moge, Ltd., advertising agency of that city, to direct its advertising account.

#### Plans Under Way for Three-Year Campaign for Philadelphia

The Philadelphia Progress Committee has appointed the Hancock Payne Advertising Organization, of that city, to direct an advertising campaign to advertise the City of Philadelphia. A fund of \$1,360,000, subscribed by business interests of the city, will be spent over a period of three years.

The committee in charge of the campaign consists of Ernest E. Trigg, chairman, Alba B. Johnson, William H. Taylor, Cyrus H. K. Curtis, Dr. Herbert J. Tily, Charles J. Webb, Albert M. Greenfield, J. S. W. Holton, Edward P. Simon, Elisha Lee and Edward G. Budd.

Mr. Payne has been appointed director of the advertising department of the committee.

The campaign will be divided into two steps or units. The first step contemplates the use of newspapers in Philadelphia and in the Philadelphia metropolitan area, with the object of selling Philadelphia to itself. The second step contemplates the use of magazines and newspapers in the larger industrial communities of the United States.

It is planned to use \$350,000 of the campaign fund to organize and operate a department to merchandise the advertising.

#### New Accounts for Detroit Agency

The Handy Governor Corporation, manufacturer of automotive equipment, and the Reilly Electrotape Company, both of Detroit, have placed their advertising accounts with the Savage Advertising Agency, of that city.

This agency also has been appointed by the Metropolitan Trust Company, Highland Park, Mich., to direct its advertising.

#### Hoyt Agency Elects J. F. Atkinson

J. F. Atkinson has been elected vice-president of the Charles W. Hoyt Company, Inc., New York advertising agency. He formerly was with George Batten Company, Inc., and N. W. Ayer & Son.

#### Reo Motor Appoints Oscar Jackson

Oscar Jackson has been appointed advertising manager of the Reo Motor Car Company, Lansing, Mich. He succeeds Henry DeHart, who has resigned to take a similar position with the General Motors Truck Company, Pontiac.

#### Death of Fred H. Squier

Fred H. Squier, district sales manager for the Val Blatz Brewing Company, Milwaukee, died recently at that city. Before his association with the Blatz company, he was advertising and sales manager of the Pabst Company, Milwaukee, for twenty years.



## how advertisers "Cut The Pies"

... in Indianapolis

**C**LASSIFIED advertising is a dependable barometer of a newspaper's pulling power. It is bought on a basis of quick and definite results. In Indianapolis, classified buyers emphatically cut "The Pie" in favor of The News.

But 1928 was no exception. Year after year, The News publishes *decidedly more* classified advertising—at a *much higher rate*—than either the second evening paper, the morning daily, the Sunday paper, or *any two of them combined*.

*The News... ALONE... Does The Job!*



### *The* **INDIANAPOLIS NEWS**

*Sells* **The Indianapolis Radins**  
DON BRIDGE, Advertising Director

New York:  
DAN A. CARROLL  
110 East 42nd St.

Chicago:  
J. E. LUTZ  
Lake Michigan Bldg.

**EACH** day, 350 interurban cars arrive and depart  
from the Indianapolis Traction Terminal Station



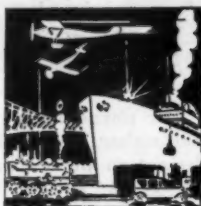
## The **BACKBONE** of your advertising —in the New York Market

**I**N this 1929 battle for markets, *big volume* sales and greater net profits, you need the most powerful sales producing weapons available. You require a *big volume* selling factor to insure *big volume* returns in new customers and increased business.

Here, in the richest of all sales territories, *one* home-going newspaper is pre-eminent in the evening field. Its homeward bound circulation exceeds that of the next two standard New York evening newspapers by over 50,000 copies.

The New York Evening Journal's circulation is so large that it dominates the whole New York Market, it reaches every income group, it goes into the greatest number of worthwhile homes throughout New York City and its suburbs.

No other evening newspaper in America has a circulation so large, and 95% of the Evening Journal's circulation is concentrated within New York's 50-mile shopping area. No other standard size 6-day morning or evening newspaper approaches its thorough, intensive, and extensive coverage of New York and suburbs. No other home-going New York newspaper offers you the same continuity of impressions, day after day and week after week. The real, **BACKBONE** of both national and local advertising in the New York Market is the New York Evening Journal.



Designate your **BACKBONE** medium *first*. The Evening Journal is big and powerful enough to put over your campaign single handed!

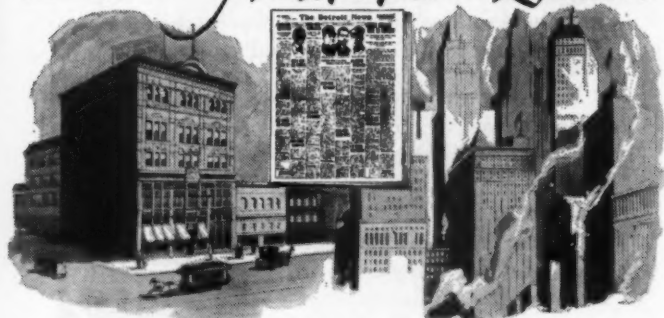
## NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read  
by more than twenty million people*

CHICAGO:	DETROIT:	NEW YORK:	ROCHESTER:	BOSTON:
Hearst Building	Book Tower Building	9 East 40th Street	Temple Building	3 Winthrop Square

*Member of International News Service and Universal Service*  
**Member of Audit Bureau of Circulations**

# 56 Years the HOME Newspaper of Detroit



The phenomenon of a newspaper in a city smaller than either New York or Chicago attaining the unique distinction of leading the world in advertising again and again, and of being either first, second or third for 15 successive years can not be explained away as an accident.

Everyone in Detroit is NEWS conscious. And this is natural, for here is a newspaper that penetrates into the heart of every civic, social and political problem. People have learned to look to The News as a source of information on every topic. It has become indispensable to the home maker as well. During a year more than half a million letters are received by the Women's Editors, alone, from readers.

The News contact with its readers is thus peculiarly intimate, a fact reflected not only by its advertising leadership but by its thorough coverage of the homes. By actual survey The Detroit News reaches 82% of all homes taking any English newspaper or better than four out of every five.

## The Detroit News

The HOME newspaper

New York Office  
I. A. KLEIN, 50 E. 42nd ST.

Chicago Office  
J. E. LUTZ, 180 N. MICHIGAN AVE.

# A Business Built by New Uses

How William E. Wright & Sons Company Have Developed a One-Purpose Notion into a Widespread Service Business

As told to Roy Dickinson

By I. Newton Davies

Of William E. Wright & Sons Company

**T**HIRTY-TWO years ago, when this business was started, we made a single purpose product in black and white with an extremely limited line of colors. It was then called a bias seam tape. It had one prosaic and rather uninspiring use; namely, finishing off seams such as armholes and other parts of women's dresses which never showed. The way in which a product like ours, which used to be hidden away as completely as the pipes behind the wall, has managed to keep pace with the remarkable change in woman's viewpoint, may be interesting to other manufacturers.

We are living in a fast and changing age, but our organization has kept pace by carefully watching the buying habits of our customers and their points of view, and by continually striving to stay in the forefront of progress by giving them service in the things they want to do. In accomplishing this purpose we have used consistent advertising over a long period of years and also have developed what used to be a mere suggestion booklet into a beautiful, practical sewing book. This, in turn, developed an educational department in our business of vast scope with a consumer viewpoint and great influence in increasing the uses for our product, resulting in an ever-increasing volume of sales.

I suppose that if someone had told us thirty or more years ago that the center page spread of our last fall sewing book would show the most modernistic of kitchens having our product used in ten or fifteen places in that kitchen, we would have thought the suggestion as far-fetched as a week-end trip to Mars. But today it is a reality. In this most attractive kitchen, the edges of the tablecloth, the

binding of the recipe books, the smart apron on the mistress presiding over her colorful domain, the curtains, the shelf covering, the holders on the wall, the breakfast nook with its doilies, and other objects are all bound with our tape which is being bought by hundreds of women for these purposes, merely because we have kept pace with the trend of buying habits and have, by keeping in close touch with our customers, been able to spread new and useful suggestions far and wide by means of our advertising and our sewing book.

This book to which I have referred and which has become, in effect, a symbol of the whole policy of the growth of our business, started off as a humble sheet of suggestions to the home sewer. Its evolution shows excellently the effort we have made to keep pace with the new needs and buying habits of consumers in all parts of the country.

## ***Booklet Featured in Consumer Advertising***

In all of our consumer advertising we have featured this booklet which has so gradually turned into an elaborate book issued twice a year and anticipated from season to season by our consumers. There was a time when we gave it away with a three-yard sample of tape but our volume ran up so tremendously, going past 62,000 copies per issue, that we decided if the book was as good as we thought, it was worth 10 cents. In reality, considering the printing cost and the sample, they are costing us about 15 to 17 cents each, not including postage and packing. The first year we put this new policy into effect the number of inquiries was cut almost in half, but we felt that the people who were suffi-



ciently interested to send us the 10 cents were worth double the number of those curious ones, or those who had merely wanted something for nothing. Though we were somewhat perturbed when our inquiries dropped so tremendously, we discovered at the end of a year that our supposition about the value of the lesser number of inquiries was correct. Our sales had made a nice increase during that year.

With the advent of our sewing book and the increased number of inquiries regarding new uses for our product came the establishment of our educational department, which is now an important factor in our organization. When women were sufficiently interested to tell us what they had been able to do with our tape, it was naturally up to us to get one step in advance and create things which would inspire them and women in other places to make other and better things with the help of our product. Our policy became: "Don't urge them to buy tape, but show them how to use it in more ways and the buying will then increase of its natural momentum." Our educational department, which consists of a group of needlewomen in charge of an expert who knows fashions and who constantly watches consumer buying habits, is continually developing new finished products which are shown in our sewing books for women to emulate. These suggestions are of both a practical and decorative nature.

Sport hats, purses, collars, aprons, table covers, bibs, cover-all aprons, baby blankets, baby jackets, carriage robes for the baby, different sort of frocks for the kiddies, pantie dresses, little

girl's outfits for home and school, sun suits, step-in combinations, kimono nightgowns, traveling cases, bed jackets, furniture covers, pillows, foot-stool coverings, tablescarfs and drapes, dress trimmings, things which the kiddies can make themselves, gifts for children, bags to hold stockings, sewing kits, all sorts of neckwear, lamp shades, these are a few of the products developed by our educational department which are now being used and displayed in all parts of the country.

That all these uses have been developed from a product which had one use is rather a remarkable indication of the change in customers' buying habits and what imagination can do to make a prosaic product become useful in a wide variety and multitude of ways.

All through our history, our experience has been that the number of inquiries which result from our advertising is not as important as the type of inquiry and this is reflected in the general sales volume at the end of the year. If our advertising can always be made to tie up closely with the policy of our business, helping us create new uses, helping our sales promotion representatives to secure better displays, and more intelligent resale ideas among the notion sales



**The TREND of . . . SPRING FASHIONS**

Color harmonies and contrasts are the dominating note in Spring fashions. Trimmings are playing a most important part in leading the necessary note of color.

All this indicates that there is a wonderful year ahead for Wright's Bias Fold Tape sales. Women are recognizing its adaptability as never before; they are being clever and are deriving more use for their bias tape every day—they are appreciating its labor-saving possibilities.

**WRIGHT'S BIAS FOLD TAPE**

is now made in a more extensive line of fabrics, colors and colors than ever before. Lawns, percales, muslins, silk, tulle, pure silk are all in colors guaranteed wash fast . . . Display Wright's Bias Fold Tape in the new variety counter display covers that take a minimum amount of space yet display the full line of fabrics and colors.

**Our New Sewing Book**

Every Spring and Fall we prepare an interesting sewing book for the sewing use of our bias tape. This first time of year is now superior to those which we have previously issued—it is going to be thousands of copies in every part of the country. Selling promptly and extra for Wright's Bias Fold Tape.

**WM. E. WRIGHT & SONS CO.**  
ORANGE, N. J.

Stock Carried at our Agencies

CHICAGO W. E. Wright & Sons Co. 232 N. Franklin St.	NEW YORK W. E. Wright & Sons Co. 232 N. Franklin St.
PHILADELPHIA W. E. Wright & Sons Co. 415 N. 3rd St.	ST. LOUIS W. E. Wright & Sons Co. 232 N. Franklin St.
PITTSBURGH W. E. Wright & Sons Co. 232 N. Franklin St.	WASH. D. C. W. E. Wright & Sons Co. 232 N. Franklin St.

**All Wright Consumer Advertising Features the Sewing Book**



# 39.12% OF

Chicago Evening American-reading families own pianos, and 37.47% of all Chicago families own them.\* Here is a market demonstrated to be more responsive than the general Chicago market, with an unsold element offering tremendous opportunity to consistent, persistent advertising effort.

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\*From *The Chicago Evening American Market*, a presentation of tabulated facts gathered in a great survey of Chicago, independently conducted under the financial sponsorship of this newspaper. Disclosure, in one of several forms, of the vital facts of the survey to agencies and advertisers at their offices, may be arranged directly with this newspaper or through any of its offices or representatives.

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**CHICAGO AMERICAN**  
  
*a good newspaper*

One of the 28 Hearst Newspapers read by more than twenty million people—Member of International News Service, Universal Service and Audit Bureau of Circulations.

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force which comes in direct contact with customers at the counter, then we feel that our advertising has performed its most valuable function for us.

A woman who has never approached the notion counter with any idea of purchasing our product is brought there when she has in mind a better looking kitchen for her home, such as we have described, or a new party frock for her daughter. Our educational department, our advertising and our sewing book have created this desire. She has become a potential customer with an active demand, where before she was passive. She goes to the notion counter and is able easily to identify our bias fold tape by labels which have the trade-mark on the back, and on the front the portrait of Wm. E. Wright, founder of the business.

An indication of the receptivity of women to new ideas is reflected in the fact that our present sales volume for one week is in excess of the total volume for an entire year in the early years of our organization.

Our company, known as the William E. Wright & Sons Company, was founded by William E. Wright, a pioneer manufacturer of bias fold tape. The business was first established in New York and consisted of Mr. Wright, who was president up to the time of his death three years ago, and his five sons who were all directors in the company and who are now continuing the business along the same lines and with the same policies that the senior Mr. Wright established.

The present line of products is now distributed in all parts of the United States and many agencies are established in foreign countries. In fact, we now have large and active outlets in New Zealand, England, South Africa, Cuba and Holland.

Our experience in turning a one-purpose product into a larger variety with an always expanding number of uses indicates not only that women in all parts of the world will respond to the same service appeal, but that even the most hidden and humble one-pur-

pose product may contain infinite potentialities for expansion when constructive imagination is applied to it and practical new uses are worked out.

### To Organize New Department for Evans, Kip & Hackett

A. P. de Saas and W. L. Churchill have joined the staff of Evans, Kip & Hackett, Inc., New York advertising agency, to create a department of economic research to aid management in the co-ordination of merchandising and advertising with production and finance, also in sound costing and pricing to insure profits. Mr. de Saas was formerly manager of the industrial division of the J. G. White Management Corporation. Mr. Churchill has been conducting his own service as an industrial economist.

### Outboard Motor Companies Merge

The Elto Outboard Motor Company and the Evinrude Motor Company, both of Milwaukee, and the Lockwood Motor Company, Jackson, Mich., have merged under the name of the Outboard Motors Corporation.

Ole Evinrude, president of the Elto company, is president of the Outboard company, and Stephen F. Briggs, president of the Briggs and Stratton Corporation, owner of the Evinrude company, is chairman of the board.

### Butterick Appoints J. S. Hutchinson

John S. Hutchinson has been appointed New England manager of the trade division of the Butterick Publishing Company. He was New England manager of the former *Shrine Magazine*, New York.

### A. E. Whitehill Made Rumidor Director

A. E. Whitehill, vice-president of Reimers & Whitehill Inc., New York, advertising agency, has been elected a director of The Rumidor Corporation, of that city, maker of the Rumidor humidor.

### Cleanser Account to Quinlan Agency

The Skidoo Company, Columbus, Ohio, maker of Skidoo household cleanser, has appointed The Quinlan Company, Chicago advertising agency, to direct its advertising account.

### Mobo Products to Gardiner & Wells Agency

Mobo Products, Inc., New York, manufacturer of Mobo automobile specialties, has appointed the Gardiner & Wells Company, Inc., New York advertising agency, to direct its advertising account.

**Employment figures  
are running well  
ahead of any year  
in Detroit's history—**

**The Detroit Times' figures  
are doing the same—  
in both circulation  
and advertising—**

***"The Trend is to The Times"***

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# HALF MILLION CHICAGO PEOPLE HAVE DISAPPEARED

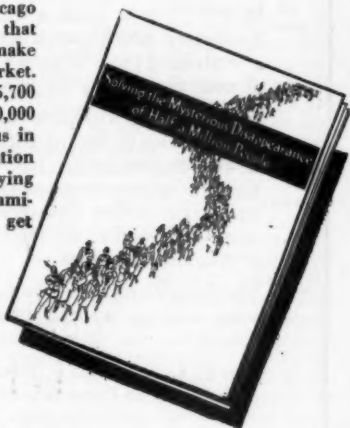
—if we are to accept the  
traditional yardstick of meas-  
uring newspaper coverage.

# HOW "CENSUS FAMILIES" AND "BUYING UNITS" DIFFER BY 43.3 %.

Chicago newspapers have never before taken into account the more than 390,000 people who reside in 18,000 hotels except to count them as 18,000 families. Nor have they catalogued the 280,000 single men and women above the age of 20 who live alone but do not make up a part of any family group—but who do exert a definite influence upon newspaper sales and sale of merchandise.

A recent survey by the Chicago Herald and Examiner proves that there are two groups that make up the Chicago city market. These groups comprise 855,700 natural families and 280,000 single men and women. Thus in computing newspaper circulation coverage in Chicago, Buying Units rather than "census families" must be considered to get the true coverage figures.

Send for this booklet, "Solving the Mysterious Disappearance of Half a Million People," which throws a new light on Chicago newspaper coverage.



## THE CHICAGO HERALD *and* EXAMINER

*One of the 28 Hearst Newspapers Read by More Than 20,000,000 People*

J. T. McGIVERN  
Advertising  
Director

B. W. COMPTON  
Western Adv. Manager  
915 Hearst Building  
Chicago

E. M. COVINGTON  
Eastern Adv. Manager  
265 Madison Avenue  
New York

T. C. HOFFMEYER  
Pacific Coast Adv.  
Manager  
625 Hearst Building  
San Francisco



## INCLUDING THE FARM WOMAN

ALL that may be said today about the buying trend of the modern woman is true of the farm woman.

Syndicated newspaper articles and pictures; magazine articles; radio lectures—bring news to women all over the country simultaneously.

As the woman's interest has been responsible for a large increase in the circulation of the urban women's magazines, just so has the progressiveness of the farm woman been responsible for the increased circulation of *THE FARMER'S WIFE* during the past year—a growth to the remarkable high water mark of 900,000 subscribers.

The Farm Woman must be included when you direct your message to the broadest markets of the country.

*THE FARMER'S WIFE* is the only magazine published exclusively for Farm Women.

## THE FARMER'S WIFE

The Magazine for Farm Women

Webb Publishing Company, Publishers  
St. Paul, Minn.

Western Representatives

Standard Farm Papers, Inc.  
307 North Michigan Ave.  
Chicago, Illinois

Eastern Representatives

Wallace C. Richardson, Inc.  
250 Park Avenue  
New York City

Member Audit Bureau of Circulations

# Why Dallas Was Not Advertised Two Years Sooner

These Two Years Were Devoted to Finding Out What Should Be Advertised and Why and How

By Julian Capers, Jr.

Publicity Director, Industrial Dallas, Inc.

THE Dallas, Texas, community campaign, which got under way in June, 1928, represents a solution to some of the problems which are doubtless common to many cities of comparable size. Some detailed information of the background for this campaign doubtless may prove interesting to many readers of PRINTERS' INK, since we have received numerous personal letters from advertising people and civic leaders throughout the country who are interested in similar problems.

The example of several pioneer municipal advertisers inspired interest in the subject of a community advertising campaign in Dallas as long ago as five years. This interest was more or less crystallized when Atlanta launched its campaign about three years ago, since Atlanta is a city of approximately Dallas' size occupying somewhat the same relative position in the Southern trade area that Dallas occupies in the Southwest.

This interest eventually resulted in the calling of a meeting by officials of the Dallas Chamber of Commerce about two and one-half years ago, to discuss the problem. Fortunately, this committee included some business men who had had extensive experience with the use of advertising in their own businesses, and the counsel of these individuals probably spared Dallas many of the mistakes that are most commonly made by ambitious communities experimenting for the first

time with the force of advertising.

Out of this meeting developed the appointment of a committee of about twenty men, which was charged with the task of making a complete study of the problem, and of formulating the answers to a series of questions, such as the

following:

*If every advertiser would prepare his campaigns as carefully as Dallas did, there would be very few advertising failures. Dallas found the facts before a single advertisement was run. These facts told what should be advertised and why. Also all inquiries could be answered with complete and intelligent data as a result of the pre-advertising survey. Dallas will testify that money wisely spent in research is money well spent.*

Does Dallas need an advertising campaign? Has the city a marketable commodity to offer, and if so, describe it, and to what market should it appeal? Is there a consuming market for the community, if any, and if so, what advantages does Dallas have to offer over competing cities?

The committee, recognizing that the questions raised, being the basic tests which any intelligent manufacturer might seek answers for before proceeding with any merchandising plan, determined to utilize the rather paradoxical economy of high-priced technical advice to assemble the necessary detailed data for a complete report, after answering certain fundamental questions.

A study of the growth and progress of our city, from a river bank trading post to a metropolis of 300,000 within a period of seventy-five years, revealed that the city had grown in exact relation to the development of its trade territory. Thus, the committee argued logically, further development of the Southwest would inevitably lead to the growth of Dallas, and, conversely, that it could hardly expect to grow beyond the pace that was





EACH day on its women's pages, The Detroit Free Press prints the story of a pattern that its women readers may secure by clipping the illustration and mailing it with twenty cents.



THE average monthly orders on these patterns during 1928, totaled 4123, or approximately 50,000 in one year.



THE space occupied by the pattern "story" is equivalent to about 120 lines of space single column, running six days each week.

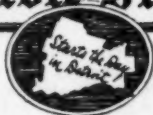
WE submit this as good and substantial evidence of the *return-power* of Free Press columns.



REACHES every other home in the entire Detroit market.

## The Detroit Free Press

VERREE &  
National



CONKLIN, INC.  
Representatives

New York

Chicago

Detroit

San Francisco

ganized into a separate corporation, known as Industrial Dallas, Inc., with the committeemen serving as directors. A brief, intensive campaign was staged, utilizing the members of service organizations of the city as solicitors, and within ten days the original goal of \$450,000 was oversubscribed by \$50,000. The campaign was carried out under the slogan, "Put Dallas On Your Payroll." Subscribers, numbering 750, signed pledges committing themselves to a monthly contribution, ranging from \$5 up to several hundred dollars for the entire thirty-six months' period.

With the adoption of a schedule including three large general publications, seven business magazines, and approximately eighteen trade and class journals, the campaign was launched June 1, 1928.

The first copy featured a general explanation of the Southwestern market, its advantages and potentialities, with secondary reference to Dallas and its position in this field. It also offered to interested executives any or all of a set of seven booklets, embracing all the facts isolated by the industrial engineers, the Chamber of Commerce market studies, listing the distribution facilities, living conditions, citing the growth of Dallas, and outlining the corporation and tax laws of the territory. This follow-up literature was designed to give practically all the general information which any interested manufacturer might require to determine whether or not the Southwest offered a specific opportunity to his industry, and, in fact, to answer any question he might want to ask.

The campaign was developed in the business papers with copy featuring specific data applicable to the particular line of industry to which the appeal was being made. Traffic executives were told, for instance, of the details of rail, motor truck and interurban transportation facilities; sales managers were given market data, purchasing power analyses, and retail outlet surveys; furniture manufacturers—one of the recommended lines—were told in their own publications

of the supplies of hardwoods, the power, the semi-skilled labor available; glass bottle manufacturers were told of the dairy and food manufacturing industries already developed in the Southwest, and of the quantities of containers they use annually.

The directors of Industrial Dallas, Inc., have carefully avoided exaggerated claims of what may be expected from the advertising campaign. They have explained through the local press, in speeches and otherwise to the contributors that large factory establishments are not moved overnight from one locality to another, and that factories doubtless will be brought to Dallas five to ten years in the future, as a result of investigations begun in response to Dallas' advertising done in 1928.

But even with this conservative measurement of results, the campaign so far has been an outstanding success, and is so regarded in Dallas. Within a year—the number of distributing units of national or sectionally important concerns jumped to 1,827, an increase of 163—and the campaign was carried on only seven months of the twelve. In the same period, new businesses established reached a total of more than 600, virtually doubling the figure of the preceding year, under parallel economic conditions. More than 2,000 inquiries were received from every State in the Union except Idaho, and from more than a score of foreign countries, furnishing a list of more than 1,000 live "prospects."

This auspicious beginning is reflected in what bankers describe as vastly improved local business conditions, more active real estate markets, a surprisingly low ratio of lapsing in the pledges to the Industrial Dallas fund, and in preliminary talk of a \$1,000,000 fund to continue the work when the three-year program is completed.

Dallas is "sold" on community advertising, and much of the credit is due to the careful, painstaking planning, work and study which her civic leaders gave to the task before any money was raised or spent for an advertising campaign.

# QUALITY

## News—Readers—Advertising—Appearance

**NEWS** The quality of The New York Times news is more important than the unequaled comprehensiveness and scope of its news report. All the worthwhile news is there. The Times is edited to assemble for the intelligent, thinking reader more accurate, prompt, interesting information of the events of the day than can be gained from any other source.

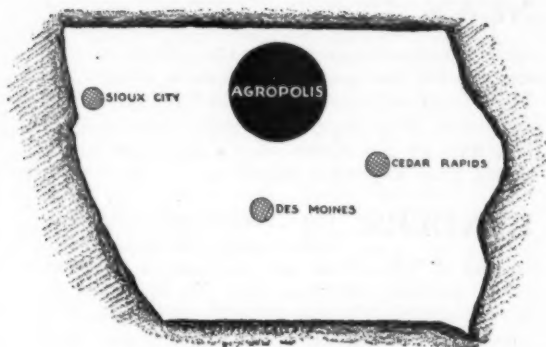
**READERS** The Times is appreciated by the highest quality of readers. The volume of The Times net paid sale is impressive (over 425,000 weekdays, over 750,000 Sundays) but the quality of its circulation is more noteworthy. The Times unequaled growth in the past three years has been among the same high quality of readers. No premiums, no contests, no features are offered to catch readers, and The Times does not accept returns of unsold copies.

**ADVERTISING** In quality of advertising The Times is outstanding. Its censorship endeavors to exclude carefully whatever is false and misleading. In volume of advertising, The New York Times led all newspapers in the world in 1928, but the quantity is of less significance than the quality.

**APPEARANCE** The New York Times spares no expense to give its readers the most attractive newspaper it is possible to print. And in the production of the rotogravure sections of the Sunday edition (in which The Times was pioneer in America) The Times own rotogravure plant ensures the finest etching and printing.

## The New York Times

# *In Iowa ....*



Can you name a "City"  
*ten times bigger than*  
Des Moines?

AS a market for advertised merchandise in Iowa, AGROPOLIS is far greater than all the city markets in the state—ten times greater than Des Moines—twenty times greater than Sioux City—thirty times bigger than Cedar Rapids. In fact, AGROPOLIS is bigger, richer, better able to buy than all the cities in the state combined.

More than 63% of Iowa's entire population lives in AGROPOLIS—the great rich farming sections of the Hawkeye State.

To dwellers in AGROPOLIS, Iowa, Wallaces' Farmer is both their newspaper and their magazine—read weekly for its news, its instruction, its entertainment.

Wallaces' Farmer has the *progressive* circulation in AGROPOLIS, Iowa, just as other papers in The Standard Farm Paper Unit have in other states.

STANDARD FARM PAPERS are a group of 15 individual, non-duplicating agricultural publications, that literally blanket the money making farm sections of the country. Each is a leadership paper for localized advertising and merchandising co-operation. They reach 2,500,000 representative farm homes.

### *Sell to AGROPOLIS*

This book shows how to do the best job at least cost in the farm market. It is a comprehensive survey and marketing guide. Title—"The Other Half of America's Market." It will be presented without obligation or cost to executives by appointment.

*Your sales problem is national—but your dealer's is always local.  
The Standard Farm Papers meet both!*

The American Agriculturist  
The Nebraska Farmer  
The Farmer, St. Paul  
The Wisconsin Agriculturist  
The New Breeder's Gazette

Pennsylvania Farmer  
Ohio Farmer  
Wallaces' Farmer  
The Progressive Farmer  
Pacific Rural Press

Kansas Farmer  
Missouri Ruralist  
Hoard's Dairymen  
Michigan Farmer  
The Prairie Farmer

## **The STANDARD FARM PAPER UNIT**

**One order—one plate—one bill**

WALLACE C. RICHARDSON, General Manager

CHICAGO

Courtney D. Freeman, Western Manager  
307 North Michigan Avenue

NEW YORK

Willard R. Downing, Eastern Manager  
250 Park Avenue

San Francisco, 1112 Hearst Building

## The BOOTH NEWSPAPER AREA

ONE OF AMERICA'S 13 LEADING MARKETS

**H**ERE is just the kind of a market sales managers are looking for.

Metropolitan in size.

Economical to cover because of the exceptionally dense circulation of The Booth Newspapers.

Convenient because it is divided into eight compact sections.

Responsive because these Booth Newspapers reach nearly every home and hold the confidence of their readers.

**1,350,000**

Population

**275,000**

Families

Served By

*The* **BOOTH  
NEWSPAPERS**

With a circulation of  
more **270,000**



Grand Rapids Press  
Flint Daily Journal  
Saginaw Daily News  
Kalamazoo Gazette  
Jackson Citizen Patriot  
Bay City Daily Times  
Muskegon Chronicle  
Ann Arbor Daily News

J. A. KLEIN, Eastern Representative  
20 East 42nd St., New York

J. E. LUTZ, Western Representative  
4 North Michigan Ave., Chicago

**THE BOOTH PUBLISHING CO.**

Central Office, 1100 Bufl Bldg., Detroit or any newspaper listed

# Test Copy? You Can't Test Art

And Art and Copy Have Much in Common

By Ed Wolff

Treasurer, Hughes, Wolff & Co., Inc.

THE editor of a magazine receives a manuscript. "Gosh ding it," he exclaims in delight, "here's a pip!" He hands it to his associate editors—all trained at gauging reader reaction of a fixed group—the subscribers. These editors all agree—it is a wonderful article.

It is published. What happens? Nothing. Nobody writes in, nobody comments. But another article, considered by the editorial staff only so-so, hidden in the back pages, brings in a flood of mail. It has hit a sensitive spot. It has evoked action.

Where's your copy test?

A book publisher has a big staff of readers. Their job is to know what the public will buy. They all O. K. a manuscript. It is dressed in a flaring jacket, bound between handsome covers, given much loving care in its typography and illustration. Will it sell? Nobody knows.

Editors and publishers will testify that this is so. Their specialized judgment in a fairly constant field is likely to err again and again. They admit it—sadly.

True, such copy isn't advertising copy, and it doesn't undergo the prescribed advertising tests. But here's a case that did.

Back in my retail advertising days one of the annual events in our department store was the February Shoe Sale. Such recurrent sales, being well timed and merchandised, are usually profitable, as is proved by the very fact that they are repeated from year to year. Once I ran a certain

illustration with appropriate text, and that February Shoe Sale was the biggest in the store's record.

A year later I repeated the advertisement, without change except for descriptions of individual shoes. Weather was the same. General business conditions, somewhat better. Prices and values, virtually identical. Styles, equivalent. Window displays, same. Outcome, flop.

I question whether women shoppers as a group remember an advertisement for a whole year, so I discount the suggestion that the mere repetition by itself accounted for the second sale's failure. But neither did the previous copy test result in success.

Jimmy Jones, aged 22, is a member of a university class selected for a

laboratory test on four pieces of copy about—well, let's say overcoats. Jimmy has a new overcoat of his own. He looks over the copy submitted, makes a calmly judicial selection and reports his findings. His choice is the piece of copy numbered three.

But in the same class with Jim is Sempronius, Jim's twin brother. Semp's overcoat is worn out and needs replacement. Does Semp read the copy being tested with the same mental attitude as Jim? No—Semp has an entirely different slant. A man just returned from a banquet sees in a ham sandwich less allurements than does a man on his way home to supper.

This very morning brought me a personal demonstration of the vast difference between a man's

## DO copy tests tell the truth?

R. R. Morgan, sales manager of the MacMillan Petroleum Corporation, raised the question in our issue of February 14. In that same issue, Justin R. Weddell answered: "Yes they do—if properly conducted."

In our issue of February 28, under the title: "Some Opinions on the Value of Copy Tests," there appeared four letters commenting on the Morgan-Weddell controversy. Now comes Mr. Wolff with his story.

The debate is still open.



judgment of an advertisement and his reaction to it. The people involved will forgive my mentioning names.

I seldom smoke cigars. Yet for some reason that I don't recall now I read the La Palina newspaper advertisement this morning at breakfast. It quotes a foreign doctor who proclaims that cigars are the "least harmful" way of smoking tobacco, and suggests that you reach for a La Palina in place of a cigarette.

So I said to myself: "That's a deuce of an advertisement, that is. It quotes trans-Atlantic doctors, a la Fleischmann. It raps other merchandise, a la Lucky Strike. It says cigars are 'less harmful'—hence even La Palinas must be somewhat harmful. And the copy's too darn long." Then I went to work.

But near the office a traffic light stopped me—right on a United Cigar Store corner. For some darn fool reason I went inside and said to the clerk, "Couple o' La Palinas." I'm smoking one now and the whole office is kidding me.

Where's your copy test? Had my judgment been asked I'd have said one thing. But my reaction said something else again.

Suppose four advertisements are rotated in four different towns, and advertisement number one pulls best in each. If you're going to let your whole campaign consist of one advertisement you've discovered something of value. But if your campaign must contain several advertisements you feel impelled to write others similar to number one and test again—and maybe repeat the process several times. Which is a dandy plan if you have a whale of an appropriation and lots of time. And how many have?

Even then, when one advertisement proves itself the best out of four, that doesn't mean necessarily that the advertisement is very good. It may mean that the other three are weak, and the winning copy may be not quite so weak.

However, I don't recall a copy test of any wide extent where the results were so obvious as that. In

my experience copy tests have brought in rather confused results. Our trouble lay in interpreting the tests. Too many extraneous and adventitious circumstances had to be allowed for. In such cases we used our judgment. But cold judgment isn't always final—witness La Palina.

Tests are pie for the copy-tinker—the chap who doesn't claim to write bang-up copy but who can "improve" copy that the other fellow writes. Usually the copy-tinker feels that he knows exactly how to medicate the tested copy so it'll all be good. There is then no denying his arguments—certain copy has been proved weak in comparison with other copy, and there's no proof that his amendments won't add value. Joyfully he hops to it.

#### *Emotions Vary from Hour to Hour*

If, as I believe, writing copy is an art and not a science, then tests can probably never disclose accurately the value of any given piece of selling text. Art acts upon the emotions, and our emotions vary from hour to hour; they are affected by bodily states, mental states, temperature, weather, associates, a host of incalculable circumstances. My emotional response at 9 o'clock may be decidedly altered by 10 o'clock.

Felix Lowy, of Palmolive, once told me that they tested their copy in small-town newspapers before putting it into the costly magazines. From the preliminary tests they could foretell with fair accuracy the number of coupon replies that any one advertisement would fetch. All right. But are coupons a fair test of how much merchandise an advertisement has sold? I doubt it, and many an experienced advertiser will agree. It is one thing to attract coupons, quite another to make sales.

Scientific results are predictable. Set ten chemists to testing a baking powder for cream of tartar and—if they all follow the laws of science—all will arrive at the same result. But ten artists painting the baking powder can will give you ten different pictures. Ten

More Than  
200,000  
Daily

# Los Angeles Examiner

More Than  
440,000  
Sunday

"Greatest Salesman in the West"

5c DAILY

MARCH 14, 1929

10c SUNDAY

## INAUGURAL BROADCAST BY L. A. EXAMINER STIRS SOUTHWEST

### CROWDS JAM STREET: 500 SCHOOLS LISTEN

"THE greatest thing ever done for radio!" That was the declaration of Walter Fagan, vice-president of the Radio Trades Association of Southern California, immediately upon the heels of The Los Angeles Examiner's memorable broadcast of the ceremonies attendant upon the inauguration of President Hoover, over two stations in its territory on March 4th.

The entire Pacific Southwest is still talking about the manner in which The Examiner made it possible for everyone who wanted to, to hear the broadcast. The following resources were used:

The transcontinental telephoto facilities of the Pacific Telephone and Telegraph Co., the National Broadcasting Co., Columbia Broadcasting System, the American Broadcasting Co., the Hearst Radio Service, KFI and KPLA.

The Examiner arranged for over 500 schools to be equipped with receiving sets, including the Universities and parochial schools. Through the Park Commission the ceremonies were heard by crowds in 16 public parks. Loew's State Theater was packed to hear the broadcast and see the telephoto pictures that were wired to The Examiner, and police had to be called to handle the crowds blocking traffic outside. One entire block of Hope Street was roped off for the public to hear The Examiner's great air-program.

All of which is in keeping with the hearty co-operative spirit that The Examiner has shown toward the radio business from its inception.

### BOULDER DAM MAP ON REQUEST!

PREPARED at large cost, and after months of exhaustive research, The Examiner has had reproduced in broadside form a topographical map maker's view of the Colorado River in harness and the vast areas it will benefit, upon completion of the Boulder Dam.

The map is a very graphic one and portrays, perhaps more pointedly than any others available, a splendid conception of the country between Las Vegas, Nevada and Eastern Arizona, and between the dam itself, on the South and Zion National Park.

You may have one, FREE, on request!

### BIG FORD PLANT IS PLANNED

HENRY FORD'S huge factory and assembly plant at Los Angeles harbor is expected to be under construction early this summer. It is to cost \$10,000,000 and will occupy a 40-acre site.

THE Los Angeles Examiner is one of the 28 Hearst newspapers read by over 20,000,000 people. It is a member of International News and Universal Services, and of the Associated Press and the A. B. C.



SPRING  
ORIGINATION  
IN CUSTOM  
TAILORING

To the well dressed who also  
look toward the WEST in  
their attire, you will find  
both distinction and fashion  
in our SPRING  
collection of specially selected  
Foreign Fabrics.

Discovered in gold-mining,  
our fabrics and patterns are  
unusually novel and elegant  
in all seasons. A feature  
of the collection being all  
"new" and popular.

Based September 10, 1928, N.Y.

Chas. Levy & Son

Clothes and Fashion Sales  
Specialties  
3034 W. 10TH STREET  
LOS ANGELES, CALIF.

BRANCH SHOP AMBASSADOR HOTEL

Charles Levy & Son, among the most exclusive tailors in Los Angeles, go in for large space and apply the modern manner to their message. The 50-inch advertisement above is reproduced from The Examiner.

copy writers, working on that baking powder, will give you ten distinct selling expressions.

Can you test art's effect on the emotions as you can test baking powder? If so, I've never learned the test.

## An Advertising Code of Ethics

THE American Oil Burner Association, Inc., has an advertising code of ethics which is of timely interest both because a code of this sort is somewhat of a rarity and because it is concerned with certain advertising practices that are very much to the fore these days. This is how the code reads:

### A. Extravagant Claims.

1. Extravagant generalities are certain to be discounted by intelligent prospects. Such statements as "The last word in oil burners" and "at last the perfect burner" fail to carry conviction, because everyone knows that the last word will never be said nor perfection ever attained. On the other hand, they tend to create the impression that all burners are still in the experimental stage. Even though the advertiser excepts his own device, the reader knows that the former is prejudiced in his own favor. Advertising of this nature only increases the number of prospects who refuse to buy "until oil burners are perfected."

2. Claims of efficiency and performance should be made without comparison with other equipments in either general or specific terms, and should be limited to claims where there is a reasonable possibility for the user or prospective user to investigate.

### B. Mechanical Details.

1. There are, and always will be, differences of opinion regarding the relative merits of the various methods of burning oil. The advertised claims by certain manufacturers that the designs of other manufacturers are uneconomical and unsafe have undoubtedly created a widespread feeling in the mind of the public that all oil burners are uneconomical and unsafe, and have thereby retarded the general public acceptance of oil heat. When it is considered desirable to explain the mechanical details of one's own burner, this can and should be done without disparaging reference to other designs.

2. The use of elaborate pseudo-scientific language should be avoided, as it tends to confuse the public mind and create the belief that the burning of oil is a mysterious and complicated process. Public confidence can be completely won only by educating the layman to the

knowledge that oil heating is simple, safe and dependable.

### C. Safety Features and the Underwriters' Laboratories.

1. To elaborate on "safety features" is to deliberately create in the public mind the idea that oil heating is dangerous. The simple statement that a burner is "listed as standard by the Underwriters' Laboratories" should suffice.

3. Listing by the Underwriters' Laboratories should not be claimed or implied unless the burner advertised has actually received such listing.

3. Listing by the Underwriters' Laboratories should not be used as a basis for irrelevant and unjustified claims.

### D. Prices.

1. While there is no objection to quoting prices for burners installed without tanks, the words "tank extra" or the equivalent, should be displayed in type equally as prominent as "completely installed."

2. In comparing prices with other makes of burners be sure that the comparisons are fairly made on the basis of equivalent equipment.

## New Zealanders Find "Printers' Ink" Helpful

McWHANNELL & SPANJER  
CHRISTCHURCH, N. Z.

### Editor of PRINTERS' INK:

Many thanks for the information contained in yours of December 27, and we are communicating with some of the concerns mentioned.

Your prompt and courteous assistance is but another proof of the value of your publication to subscribers.

McWHANNELL & SPANJER.

THE GOLDBERG ADVERTISING AGENCY,  
LIMITED  
WELLINGTON, N. Z. FEB. 11, 1929

### Editor of PRINTERS' INK:

We acknowledge with special thanks receipt of your letter of the 11th ultimo covering copy of the Standard Market Survey Form.

Your co-operation in this direction is much appreciated.

THE GOLDBERG ADVERTISING  
AGENCY, LIMITED,  
A. D. FAISLEY,  
Managing Director.

## Appointed by California Peach & Fig Growers

E. M. dePencier, formerly field sales manager of the Sun-Maid Raisin Growers Association and, more recently, vice-president and general manager of the Memorie Fruits Corporation, has been made sales and advertising manager of the California Peach & Fig Growers Association, Fresno, Calif.

## Q. R. S. Appoints Critchfield Agency

The Q. R. S. Company, Chicago, manufacturer of player rolls, portable phonographs, radio tubes, etc., has placed its advertising account with Critchfield & Company, Chicago advertising agency. Magazines will be used.

# ONE OF THE 506 *Exclusive Accounts...*

Webster Cigars is another of the 506 Nationally Advertised products that used The Examiner exclusively in San Francisco during 1928.

Examiner coverage in this territory is worth consideration, when it can put over the message of these quality cigars singlehanded—and the messages of 505 other exclusive accounts as well.

**Webster**  
*Cigars*



**San Francisco Examiner**  
Monarch of the Dailies

One of the 28 HEARST NEWSPAPERS read by  
more than twenty million people

Member International News Service and Universal Service

Member of Associated Press

Member Audit Bureau of Circulations

W. W. CHEW  
285 Madison Ave.  
NEW YORK CITY

A. R. BARTLETT  
3-129 General Motors Bldg.  
DETROIT

J. D. GALBRAITH  
Hearst Bldg.  
CHICAGO



*The* SUNPAPERS  
are growing with  
BALTIMORE

# Baltimore Is Growing Residentially, Too

BALTIMORE is growing in homes as well as in industrial plants.

Big new factories are under construction or soon to be built in Baltimore, and the erection of dwellings and apartment houses is keeping pace with the business growth of the city. As evidence:

*The value of apartment house construction work in Baltimore during 1928 was nearly five times that for the year previous.*

Shown opposite is one of the newest of Baltimore's apartment houses—The Warring-ton—built during 1928.

February Circulation

The SUNPAPERS

Daily 290,008

(Morning and Evening)

A Gain of 21,429

Over Feb., 1928

THE



SUN

MORNING


EVENING

SUNDAY

JOHN R. WOODWARD  
Bowery Bank Bldg., 110 E. 42nd St.  
New York

C. GEORGE KROGNES  
First National Bank Bldg.  
San Francisco

GUY S. OSBORN  
360 N. Michigan Ave., Chicago  
JOSEPH R. SCOLARO  
General Motors Bldg., Detroit  
A. D. GRANT  
Constitution Bldg., Atlanta, Ga.



there are  
four leading  
standard-sized,  
and two  
tabloid morning  
newspapers  
in New York  
-- and the  
American alone  
of them sells  
for three  
cents a copy



# How Associations Handle Inquiries Received from Advertising

The Problem Is to Get All Possible Value Out of the Inquiries and Yet Avoid Any Misunderstandings among Members

PLUMBING AND HEATING INDUSTRIES  
BUREAU  
CHICAGO, ILLINOIS

*Editor of PRINTERS' INK:*

We believe that your organization can assist us to get the information we are seeking. We are carrying on a national advertising campaign in behalf of the manufacturing, wholesaling, and retailing branches of our plumbing and heating industries. Our national advertising carries coupons on which the public can request copies of a free booklet which we distribute and which deals with advances made in our products.

The question has arisen just how we can properly and equitably allocate to the various branches of our industries, information as to how many coupons were received.

Will you please refer to the files of your publication in which the solution of this problem may have been discussed? I feel sure that you have published articles in the past dealing with this particular subject.

H. L. Wood,  
*Advertising & Sales Development  
Division.*

THE question brought up by Mr. Wood is one that faces not only the association but also the manufacturer. Specifically, what Mr. Wood means is this: The bureau in its national advertising offers a booklet and publishes a coupon so that the consumer may ask for the booklet. Frequently consumers not only desire the booklet, but also further information and the question arises, should this information be turned over to only one contractor in a community or should it be turned over to as many as ten or fifteen?

A great many dealers have adopted a very arbitrary attitude toward inquiry leads received either from associations or manufacturers. Once they receive a lead and follow it up only to find that other dealers in their community are doing the same thing, they become disgusted. They fail to see that there is nothing at all unusual in this situation. At all times in their business dealings they are competing with other dealers and there seems to be no logical reason why they should differentiate be-

tween a lead received from some source in their own city and a lead received from a manufacturer or association interested in their welfare. There would seem to be a problem of education here which can only be solved when local dealers see that no matter how many dealers in a particular locality receive a lead, each one has the same chance of getting business from that lead that he would have in his ordinary competitive business.

From the files of **PRINTERS' INK** and from a discussion of the subject with a number of associations, we have gathered some interesting information on how some of the leading associations are handling this specific question.

B. D. Caddle, secretary, Copper and Brass Research Association, says:

"When we receive actual sales leads from our advertising and from other sources we send them out each night to our member companies. Thousands of such leads are sent out annually and from our members we are able to ascertain the number of actual sales made. This percentage is unusually high.

"The sales leads sent out each night go to the main office of our member companies who in turn put them through their sales office and send them to their various branch offices. They are then given to salesmen handling the products of the member companies, who immediately get in touch with the person writing for the information."

The Oil Heating Institute, according to E. Earl Newsom, assistant director, follows the unusual policy of not distributing inquiries among its members.

"We feel," says Mr. Newsom, "that there is perhaps a peculiar justification for this attitude. The institute is, of course, interested in promoting oil heat. It is also, however, anxious to build up a central

service of information where home and building owners can come in the firm belief that they will get authoritative information without laying themselves open to concentrated selling."

Anyone who has ever been besieged by dealers as the result of answering an advertisement will appreciate the attitude of the Institute. On the other hand, the average consumer today is educated to the point where if he does answer an advertisement he realizes that he will probably subject himself to some sales pressure.

The Associated Tile Manufacturers, according to M. A. Illing, secretary, do not expect that inquiries will lead to sales in the near future. According to their experience, very few of the inquiries have been productive of direct results. The result is that the Associated Tile Manufacturers do not place too great an importance on inquiries.

However, when inquiries are received which the headquarters of this association believes may be productive they are followed vigorously. The association arbitrarily selects the name of three tiling contractors in the neighborhood of the inquiry and sends to each a double mailing card. On one-half of the card the association lists the name of the prospect and informs the contractor that the inquiry has been received and asks him to send information as to whether he will follow up the lead. The other half of the card which is to be mailed back to the association lists the name of the prospect and the name of the contractor and has on it two lines: "I will take care of the above prospect as you request and inform you of the results" and "I do not care to follow up the above prospect for the following reasons." In this way the contractor is given an opportunity to turn down the inquiry as soon as it is received. If he does follow it up, however, in a few days he gets another double postcard. Half of this carries a message from the Associated Tile Manufacturers telling him that they are interested in the

results of their tip. The other half contains space on which the contractor can report his progress. This card system gives the association an excellent follow up in tracing the results of leads given to contractors.

The Photographers Association of America notifies every photographer in the community from which an inquiry is received.

#### *Face Brick Association Sifts Inquiries*

Several years ago in an article in *PRINTERS' INK*, G. C. Maas, of the American Face Brick Association, described that organization's system of handling inquiries. This practice was first to sift all inquiries and eliminate those which did not seem to be promising so far as direct business was concerned. Live inquiries were listed in geographical order and printed in a bulletin which was sent out to all members and dealers. It was then up to the dealers to pick out any prospects that interested them. Under no circumstances did the association follow up such matters because it felt that any follow up was a waste of time.

The National Association of Flat Rolled Steel Manufacturers, according to Stanley H. Knisely, director of advertising and publicity, sends a report of every inquiry to each one of the member manufacturers of sheet steel and also to every fabricator of the product or products mentioned in the inquiry. This mail all goes out on the same day so that everybody is treated alike. Mr. Knisely reports that there seems to be no unanimity of opinion on the part of the members and fabricators as to the value of the inquiries. Some of them report excellent business results from leads while others say that the inquiries are worthless. This, of course, is a common experience.

Roscoe C. Edlund, manager, Glycerine Producers' Association, says: "Each season we receive many thousands of requests for a consumer booklet offered in our advertising. This office mails the booklet together with several con-



## Ask your wife . . . . . she knows!

She can tell you that Los Angeles is a voice of authority in feminine fashions. Celebrities of the screen must always be in advance of the mode, and what they wear is admired and envied by women the world over.

It is largely for this reason that Los Angeles has been called the "best-dressed" city in the western world. Beautiful women—beautiful clothes—even Paris has done

its curtsy to them.

One of the most popular features of the Los Angeles Times, esteemed by all women, is the famous Sunday fashion page in rotogravure—the only one in Southern California. Advertisers reach wives, mothers and sisters through The Times, which prints more women's advertising—as it does more men's advertising—than any other Los Angeles newspaper.

# Los Angeles Times

*Eastern Representative: Williams, Lawrence & Cressmer Co., 360 N. Michigan Blvd., Chicago.  
285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell Company, 742 Market St.,  
San Francisco. White Henry Stuart Bldg., Seattle.*

sumer folders, to the inquirer, under a cover letter. After we send the promotional material we classify the inquiries into State groups and make up lists of each group. This is done because some member companies are interested in inquiries coming from persons in certain States only.

"At the beginning of the season member companies inform us of all the States in which they are interested and we then arrange the territorial groups so that there will be as few surplus names on each list as possible. During the past season we had six such groups of States. In practice it works out that some companies receive all these lists, while others may receive only one or two, according to their designation of the States in which they are interested. We do not send to member companies copies of the letters of inquiry or the requests. The name of the inquirer is all that is needed with sometimes a brief statement of any unusual questions placed beside the inquirer's name.

"Some of our companies follow up each inquiry through jobbers or dealers in the States from which the inquiry came."

The problem with an association differs from that of the manufacturer in one salient point. The manufacturer can arbitrarily pick out the dealers he wishes to send leads if he feels that some dealers are getting better results than others. The association, however, supported as it is by funds from all its members, cannot afford to discriminate. It would seem that of necessity the association must send reports of inquiries to all members who might possibly develop inquiries into business.

If this policy arouses antagonism on the part of a few members who claim that they follow up inquiries only to find that they are competing with a half dozen other contributors to the association's funds, the job before the association is to conduct some kind of an educational campaign. The campaign would point out to members that in competing with each other for business secured from association leads

they are following a policy no different than that followed by them when they compete with other members for business as the result of leads from any other source.—  
[Ed. PRINTERS' INK.]

### New Tractor and Equipment Concern Plans Campaign

The United Tractor & Equipment Corporation, Chicago, newly formed firm for manufacturing and marketing tractors and tractor equipment, has appointed the Dearborn Advertising Agency, of that city, to direct its advertising account. According to Milton W. Anderson, president of the United Tractor & Equipment Company, a large national as well as a local dealer campaign will be run. Farm papers, industrial and business publications and newspapers will be used.

Clarence S. Pavey, formerly with the Chicago headquarters of the Yellow Truck & Coach Mfg. Company, prior to this firm's removal to Pontiac, Mich., has been appointed advertising manager of the United Tractor & Equipment Corporation.

### Cigar Account to Harry Atkinson

The Deisel-Wemmer-Gilbert Company, until recently the Deisel-Wemmer Company, of Lima, Ohio, maker of San Felice and El Verso cigars, has appointed Harry Atkinson, Inc., of Chicago, as advertising counsel. Newspapers will be used.

The executive offices of the Deisel-Wemmer Company have recently been moved from the factory location at Lima to Detroit.

### J. F. Wilke Joins Montague Lee Company

John F. Wilke has resigned as supervisor of typography of the Wales Advertising Company, Inc., New York, to join the typographic and printing house of the Montague Lee Company, Inc. He formerly was with the typographic department of Calkins & Holden, Inc.

### B. F. Provandie, Vice-President, Glen Buck Agency

B. F. Provandie, at one time with Pettingill & Company, former Chicago advertising agency, and, later, for several years advertising manager of *Life*, has joined the Glen Buck Company, Chicago advertising agency, as vice-president.

### Mouncey Ferguson with Erickson Agency

Mouncey Ferguson, formerly with E. I. du Pont de Nemours & Company, Inc., at Newburgh, N. Y., has joined the copy staff of The Erickson Company, Inc., New York advertising agency.



## "Cars other than Fords"

STATISTICAL reports coming to our desk are still using that obsolete expression: "Cars other than Fords". Time was when the phrase possessed a certain potency.

Times have changed.

*Cars other than Fords*, as indicating a distinction between much money in the bank and not so much money in the bank, is dead—cold dead. Ford himself killed it. Almost overnight, the old Ford became a memory.

The new Ford flashes down the drive colored to suit the most exacting of modernists. The new Ford, greyhound-gaited, leaps from the leash of the stoplight at full power, while multi-cylindere aristocrats of the avenue are picking up the pace in second. The new Ford, town-car model, parks proudly before the swankiest shops of Fifth Avenue, Michigan Boulevard, Hollywood Boulevard. The chauffeur, (in livery, mind you!) waits with no loss of dignity at the wheel. Madame is inside shopping.

LIBERTY'S audience of readers is vast in numbers, active, prosperous, modern-minded. LIBERTY readers move about.

They go places and do things. Naturally they need cars. They buy snooty sedans and ritzy roadsters. They have bought and are buying the new Fords in great numbers. Price still functions as a factor. But pride-of-ownership, something hitherto held sacred to the elite of Auto Row, has entered into the Ford equation.

Things have happened in the motor world. Things have happened all about us. LIBERTY started out, less than five years ago, determined to march in step with changing times. From the beginning this publication has held more regard for transition than tradition. In a great measure, this fact has contributed to LIBERTY'S extraordinary success in so short a period of time. No advertiser can afford to overlook a medium that reaches 2,000,000 families every week. So, we repeat, the phrase heading this advertisement is outmoded. Grimly, but firmly, we pick it up, carry it to the rail and kick it overboard. And may there be no moaning of the bar!

**Liberty**  
*A Weekly for Everybody*



# The OKLAHOMAN

**ANNOUNCING a RATE ADJUSTMENT**  
*Effective April 1, 1929*

*The Daily Oklahoman and Times* PLAT RATE ADJUSTED LINE 40c  
*Sunday Oklahoman and Times* PLAT RATE ADJUSTED LINE 45c  
*The Sunday Oklahoman, only,* PLAT RATE ADJUSTED LINE 35c

**The OKLAHOMA PUBLISHING COMPANY**  
 The OKLAHOMA FARMER-STOCKMAN--WKY  
 E. KATZ SPECIAL ADVERTISING AGENCY  
 New York • Chicago • Detroit • Atlanta • Kansas City • San Francisco

*1929 will Reward Advertisers  
 in the Oklahoman & Times more than ever*

**JANUARY 1929 172,021**  
**PAID AVERAGE**

## *and* **TIMES**

The Oklahoman and Times new high circulations of 172,021 daily; 104,566 Sunday, and 189,780 combined Sunday Oklahoman and Evening Times give advertisers a thorough coverage of the Oklahoma City Market at a lower milline cost than before--\$2.33 daily--\$3.34 Sunday--\$2.37 Sunday Oklahoman and Evening Times.

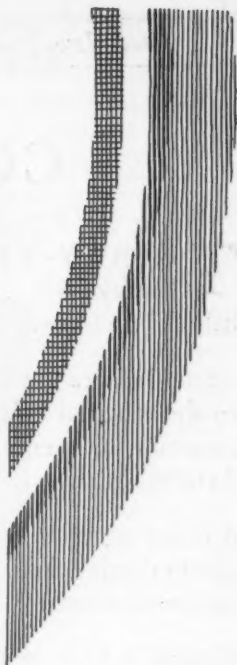
Oklahoman and Times circulations are at the highest points in their twenty-six-year history--by far the largest circulations, singly or combined, of any newspaper published in Oklahoma--and adding thousands of new readers every month.

The year 1929 will reward advertisers in the Oklahoman and Times more than ever before. Oklahoma City offers 20,000 more people--the Oklahoman and Times 18,077 more circulation than in 1928. What an opportunity!

Ride this rising tide! Plan an adequate campaign NOW in the Oklahoma City Market. Plan your effort for the Oklahoman and Times which are keeping abreast of the full possibilities for greater business in this rich and responsive market.

**20,000 More Population**  
**18,077 More Circulation**

**GAIN OVER 18,077**  
**JANUARY 1928**



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*Good News from the Condé Nast Publications*

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## COLOUR

**T**HIRTY-THREE colour pages in April Vanity Fair . . . largest volume ever published in one issue.

22 advertisers use Vanity Fair's fine colour printing to show actual colours of fabrics, of clothes and accessories for men and women, of house-wares and fixtures, of cars, boats and scenic resorts.

8 other advertisers use colour in the modern manner to display foods, cigarettes, clothes, toilet goods, motor accessories.

Colour is high in the mode.

Vanity Fair's readers are quick to appreciate modern colour . . . quick to buy it . . . or anything else that is chic.

Present your really new, really smart lines in colour to this top-of-the-mode group of Americans. You'll find it pays.

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*The Condé Nast Publications and Properties are:* VOGUE . . .  
 VANITY FAIR . . . HOUSE & GARDEN . . . THE AMERICAN  
 GOLFER . . . VOGUE PATTERN BOOK . . . BRITISH VOGUE . . .  
 FRENCH VOGUE . . . GERMAN VOGUE . . . LE JARDIN DES  
 MODES . . . BRITISH VOGUE PATTERN BOOK . . . VOGUE MODERN  
 ALBUM . . . VOGUE PATTERNS . . . THE CONDÉ NAST PRESS . .  
 THE CONDÉ NAST SYNDICATE



# Theodore F. Merseles, Master Mail-Order Man

Death Removes Outstanding Developer of Science of Right Catalog Selling

**T**HEODORE F. MERSELES who died March 6, in Del Monte, Calif., was prominently identified with various divergent elements of big business and left his mark on them for the better. But his main place in America's merchandising history was made by his accomplishments in mail-order selling. Upon this, for many years, he brought to bear the full force of a brilliant mind, a profound knowledge of merchandise and people, and an executive genius of a remarkable order.

The business of selling goods by mail has gone far since, about eighteen years ago, Mr. Merseles became associated with the National Cloak & Suit Company, of New York, later becoming vice-president and general manager. Even at that comparatively recent day this kind of selling had not entirely lived down the evil reputation it had when men such as A. Montgomery Ward and Edward B. Butler started into it in the late 1870's. In that earlier time it took courage of the highest order for a reputable business man to send out printed matter announcing that he had something to sell. People had the idea that anybody using this method was fundamentally and necessarily a faker.

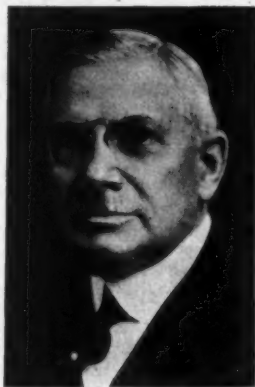
The business, however, by the time Mr. Merseles got into it had pretty well established itself in the buying consciousness of the public; people no longer looked upon it with suspicion and there was a general inclination to accept the word of a mail-order catalog at its face value. At this point it became the

privilege of Theodore F. Merseles to put the catalog upon a still higher plane, and the work he did had, and is having, a profound effect in advancing the cause of honest advertising.

In a **PRINTERS' INK** article (he was a frequent contributor to the **PRINTERS' INK** Publications) a few years ago he set forth the interesting theory that much untruthful advertising was altogether unintentional—that it came from overly enthusiastic efforts to sell rather than any intention to deceive. At the time he wrote this article he was president of Montgomery Ward & Company, to which position he was called by certain influential factors in that organization, includ-

ing the Morgan interests, to effect a complete reorganization. He told how he had formed a great research department at Ward's composed of high-priced analytical chemists who made the most minute examination of every piece of merchandise the firm sold. The object was to check up on all claims made by manufacturers and to make doubly sure that labels and descriptions were truthful in the most extreme degree. He did not doubt the integrity of manufacturers, but he insisted that nothing be said, however inadvertent it might be, that was in the slightest degree removed from facts. Such had been his policy at the National Cloak & Suit Company, and at Ward's he expanded it to an unprecedented degree.

This much accomplished, he set out to bring the same note into



Theodore F. Merseles

his advertising, including the catalog and other direct-mail pieces, as well as to his farm-paper advertising which merchandised the catalog. He personally wrote a manual for the guidance of his copy writers and other advertising workers, which set forth in elaborate detail the "how to" of presenting truthful, and yet forceful, descriptions of merchandise. Adjectives had to be used with the most meticulous care; superlatives were banished once and for all. There could be no more "bests," "greatest," or similar expressions. This spirit quickly got into Montgomery Ward's catalog and the reflection was at once seen in catalogs in general.

Another revolutionary thing he did which changed the entire trend of mail-order selling was to show that a catalog house should get into personal touch with its trade. Several times he declared in *PRINTERS' INK* that the greatest weakness of the catalog method of selling was the inability of the seller to know its customers. Working on this basis he instructed his buyers to get out into the country districts two or three times a year—to mingle with the Saturday night crowds on the street; to note what the people were wearing; to talk with them and know them.

"The average buyer, or at least the average mail-order buyer," Mr. Merseles frequently remarked to the writer of these words, "is too much of a dictator. Who is he to sit in his office and decide what kind of merchandise people are going to buy from him? My buyers have got to go to the trade and learn from it."

This policy soon put personality into Ward's catalog and the effect on other mail-order catalogs was widespread.

While he was thus remaking the merchandising set-up at Wards, he was rebuilding the official personnel of the entire organization—and also revolutionizing the company's system of purchasing and inventory control. In this work he had to remove much dead timber. Here he showed his genius as an organizing executive which, after he had completed his work at Ward's, he

was called upon to exercise as president of the Johns-Manville Corporation, the position he held at the time of his death. Sinécures were abolished. Titles were lopped off. Everybody had to go to work. It took a strong man to accomplish this task at Ward's—strong enough to make as many enemies as might be necessary.

"Mr. Merseles," a *PRINTERS' INK* writer once said to him, during a chance meeting on a train between St. Louis and Chicago, "people tell me that you are ruthless."

"If they mean that I would fire my dearest friend from a job at which he was not making good," he replied, "they are right."

And then he expounded his theory of developing men, which was set forth in the April 5, 1928, issue of *PRINTERS' INK*—his concluding contribution, by the way, to the *PRINTERS' INK* Publications.

Mr. Merseles, who was sixty-five years old when he died, began his life work as a clerk in the Jersey City offices of the Pennsylvania Railroad. Eventually he got into the bicycle business as vice-president of the then Western Wheel Works, of Chicago, later uniting with A. G. Spalding and Colonel Albert A. Pope in the organization of the American Bicycle Company. He continued in this work until, in 1903, he went with the National Cloak & Suit Company which is now National Bellas-Hess.

He kept up his active connection (and active in this case is to be taken literally) with a widespread variety of business interests almost to the very day of his death. In addition to being president of Johns-Manville, he was also a director in that company and in the Seaboard National Bank, Continental & Commercial National Bank (which now has become merged into the newly organized Continental Illinois Trust Company of Chicago), the Northern Pacific Railway Company, the J. I. Case Threshing Machine Company and the Canadian Realty Company. He was chairman of the executive committee and a director of Montgomery Ward & Company and a trustee of the Mutual Life Insurance Company.

# facts

In the latest A. B. C. audit, the Boston Evening American has 83,303 *more* city and suburban circulation than the second Boston evening paper, 92,209 *more* than the third Boston evening paper, and 208,909 *more* than the fourth Boston evening paper.

The Boston Evening American with 298,940 total net paid circulation (latest A. B. C. audit) has practically half (46%) of the total circulation of all Boston evening papers combined.

Coverage of the Boston evening field is *impossible* without the

## BOSTON EVENING AMERICAN

*Largest Evening Circulation in New England*

ONE OF THE TWENTY- EIGHT HEARST NEWSPAPERS  
READ BY MORE THAN 20,000,000 PEOPLE . . .  
Member of International News Service and Universal  
Service . . . Member of Audit Bureau of Circulations

**E. M. BURKE AND ASSOCIATES, INC.**

*National Advertising Representatives*

NEW YORK BOSTON CHICAGO DETROIT

## Uncle Sam Makes Another Futile Advertising Gesture

AS far back as June 9, 1921, PRINTERS' INK said editorially:

"A large part of the public is lukewarm in its attitude toward the benefits of prohibition. The Eighteenth Amendment needs advertising perhaps more than any business in the United States, and that is saying a great deal. Using paid advertising as an enforcement agent instead of an ever-increasing army of sleuths would seem to be the logical solution. If all the money in the United States is not to be spent in this hiring of unpopular Hawkshaws, the prohibition advocates would do well to consider at once the far cheaper, far more effective method of paid advertising."

The suggestion was acted upon in a small way here and there—such as a newspaper campaign by the Iowa Anti-Saloon League. Nothing, however, was done in a national way or on a scale which indicated that any progress would be made. Then, in the early part of 1925, it was announced that the appropriation bill for the Treasury Department for the fiscal year ending June 30, 1926, carried an item of \$50,000 for the purpose of advertising prohibition observance.

The bill was passed by the House and the Senate and presumably the money was spent. Roy A. Haynes, then Commissioner of Prohibition, was interviewed by a PRINTERS' INK representative with regard to this appropriation and said:

"Although the original suggestion called for an amount several times larger than the sum actually appropriated, the Prohibition Unit is highly gratified at the result. I am convinced that \$50,000, or even four or five times that sum, spent in the right kind of advertising persuasion, will be more effective than an investment of the same amount in any other means of enforcement. There is not the slightest doubt in my mind that

advertising will furnish an ideal method of placing the unbiased facts regarding prohibition before the public."

Now it is announced that another \$50,000 fund will be spent to bring home to people the necessity of law enforcement in connection with prohibition. Such a campaign was recently suggested by Dr. F. Scott McBride, general superintendent of the Anti-Saloon League. The fund was included in the general appropriation for prohibition enforcement voted by the last Congress.

It is understood that sample posters and cartoons have been submitted to James N. Doran, Commissioner of Prohibition. It is stated that educational facilities provided by various prohibition enforcement organizations, will be used as channels for the distribution and display of the advertising.

## L. H. Bristol Elected Director of Audit Bureau

Lee H. Bristol, vice-president of the Bristol-Myers Company, New York, has been elected a member of the board of directors of the Audit Bureau of Circulations, succeeding Frank W. Harwood, resigned.

The following committee of directors has been appointed by P. L. Thomson, president, to take up the work of revising the Bureau's publisher's statement form for newspapers: S. E. Conybeare, chairman; J. F. Bresnahan; D. B. Plum; F. R. Davis and Frank J. Hermes.

The committee which did the work on the Bureau's new magazine form is extending its work to the revision of the farm paper and business paper forms. It is reported that, inasmuch as the fundamental revisions for all these forms were completed with the revision of the magazine form, it is expected that the changes necessary in the other forms because of differences in those fields will be completed without much delay. F. R. Davis is chairman of the committee.

## Takes Over Window Display Installation Bureau

Window Advertising, Inc., New York, has taken over the assets, files, etc., of the Window Display Installation Bureau, Cincinnati.

## Bert Powell with Montreal "Gazette"

Bert Powell, for several years advertising manager of *Marketing*, Toronto, has joined the Toronto office of the *Montreal Gazette*.



**The resources and energies of the Packer organization are devoted entirely to operating outdoor advertising plants and to helping advertisers and their selling and advertising representatives secure the best results from the Outdoor Medium.**

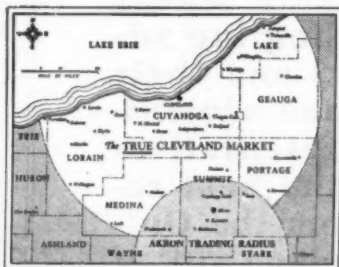
**PACKER**

**WORLD'S LARGEST EXCLUSIVE OUT-DOOR OPERATING ORGANIZATION**

*Executive Offices: Union Trust Bldg., Cleveland, Ohio*



# TRUE CLEVELAND MARKET



*The TRUE Cleveland Market, as pictured here, is the only area in which Cleveland newspaper advertising can produce profitable results. It is the area designated by all Cleveland publishers on their statements to the Audit Bureau of Circulations as the "Trading Territory" of Cleveland—35 miles in radius, 1,525,000 in population.*

THE TRUE Cleveland Market is *true* because everyone who has studied and thoroughly analyzed the situation says so. The Cleveland Chamber of Commerce, "Editor & Publisher," the J. Walter Thompson Co., the Ohio Bell Telephone Co., Cosmopolitan Magazine, the Dartnell Corporation, Standard Rate & Data Service, the three large Cleveland publishers—these have gone on record

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## The Cleveland P

Detroit, Atlanta  
San Francisco

NATIONAL ADVERTISING  
250 Park Avenue, New York City

FIRST ADVERTISING BUREAU

**The Press**  
is the  
**First**  
*Advertising*  
*Buy in*  
**Cleveland**

# CLEVELAND MARKET

to the effect that Cleveland's natural trading territory is *small* and compact, with not more than 1,525,000 population, and extending not more than 35 miles from down-town Cleveland.

Five surveys, covering 436 leading Cleveland retailers, distributors, wholesalers and jobbers of Cleveland and Northern Ohio have proved the **TRUE** Cleveland Market. The first, made among

22 leading local merchants; the second, made among 45 local jobbers and distributors of nationally advertised products; the third, among 206 Northern Ohio grocers; the fourth among 33 distributors and jobbers—and the fifth, among 129 local retailers—prove convincingly, conclusively, certainly that The **TRUE** Cleveland Market is *small, compact*, what The Press has always said it is!

# Press



*First in  
Cleveland*

ADVERTISING DEPARTMENT  
400 N. Michigan Blvd., Chicago

Philadelphia  
Los Angeles

BUY IN CLEVELAND

## Farm Equipment Firms Combine in Co-operative Movement

A CO-OPERATIVE designing, manufacturing and marketing organization, known as the United Tractor and Equipment Corporation, Chicago, has been formed by thirty-two American manufacturers and distributors of tractors, farm implements and industrial equipment. Milton W. Anderson is president and general manager; W. B. May, of W. B. May, Inc., Buffalo, is vice-president; E. R. Wehr, of the Wehr Company, Milwaukee, secretary-treasurer, and Walter Stiemke, the Trackson Company, Milwaukee, assistant secretary-treasurer.

The new corporation is not a merger. It is a combination of non-competitive manufacturers and distributors for the purpose of designing, producing and distributing a full and specially trade-marked line of farm and industrial tractor equipment to be operated by a new \$895 tractor, the United, which is being made under contract by the Allis-Chalmers Manufacturing Company, Milwaukee, one of the members. Manufacturer members are not prevented from producing lines other than that made for United Tractor & Equipment.

The individual manufacturer members are:

Allis-Chalmers Manufacturing Company, tractors; the Wehr Company, road building machinery and rubber-tired industrial wheels; and the Trackson Company, logging hitches, crawler attachments, cranes, bulldozers and backfillers, all of Milwaukee; the Brookville Locomotive Company, gasoline locomotives, Brookfield, Pa.; Dorsey Brothers, stump pullers and land clearing equipment, Elba, Ala.; Hughes-Keenan Company, "Iron Mule," dump tractors; the Roderick Lean Manufacturing Company, disc harrows, Mansfield, O.; O. H. Turner Manufacturing Company, saws and sawmill equipment, Statesville, N. C.; the Perry Company, scrapers, Perry, O.; Muskogee Iron Works, hoists and oil field equipment, Muskogee, Okla.; Brenneis Manufacturing Company, orchard harrows, Los Angeles; Ferguson Manufacturing Company, plows, Evansville, Ind.; Universal Power Shovel Company, power shovels, Detroit; Athens Plow Company, disc plows, Athens, Tenn.; Moline, Implement Company, agricultural implements, Moline, Ill.

## Edwin Bird Wilson, Inc., and Los Angeles Agency Merged

Edwin Bird Wilson, Inc., New York financial advertising agency, has merged its interests with those of the Van Kuran Advertising Agency, Los Angeles. Karl E. Van Kuran, formerly president of the Van Kuran agency, continues with the combined agencies, which will operate under the name of Edwin Bird Wilson, Inc., as vice-president and general manager of the Pacific coast office.

Walter C. Monroe and Edgar L. Tompkins, members of the Van Kuran agency, continue with the combined organization at Los Angeles as vice-presidents.

## Now Hildreth, Jones, Ferry, Inc.

The corporate name of Adams, Hildreth & Davis, Inc., North Tonawanda, N. Y., advertising agency, has been changed to Hildreth, Jones, Ferry, Inc. Paul H. Hildreth continues as president.

Clive C. Ferry, formerly head of the C. C. Ferry Advertising Agency, Philadelphia, has been appointed a vice-president of the new corporation. L. S. Jones has been appointed vice-president in charge of sales and S. Ray Jones, secretary and treasurer.

## R. S. Kent Heads Ward Baking Corporation

Ralph S. Kent has been elected president of the Ward Baking Corporation, New York, to succeed the late William B. Ward. Charles A. Ward remains chairman of the board. Mr. Kent came to New York from Buffalo in 1925 as confidential attorney for William B. Ward.

## A. A. Baldwin with Whipple & Black Agency

Arthur A. Baldwin, formerly with Taylor-Eby, Detroit advertising agency, has joined Whipple & Black, advertising agency, also of Detroit, as an account executive. He was at one time Western manager of the Automobile Journal Publishing Company at Chicago.

## R. E. Smiley to Direct Bremer-Tully Sales

Richard E. Smiley has resigned as assistant general sales manager of the Atwater Kent Manufacturing Company, Philadelphia, to become general sales manager of the Bremer-Tully Manufacturing Company, Chicago, manufacturer of Counterphase radio sets.

## R. C. Hall Joins Baltimore "American"

Raymond C. Hall, formerly president of the Freeman Advertising Agency, Inc., Richmond, Va., and, more recently, with the Richmond *Times-Dispatch*, has joined the advertising staff of the Baltimore *American*.





*The Institute cooperates with the Bureau of Foods, Sanitation and Health in judging the food products under test*

# *Tested, Tasted and Approved* ~



*"...The discovery of a new dish is more beneficial to humanity than the discovery of a new star."*





*The dining-room of Good Housekeeping Institute*

## *How Good Housekeeping Institute Serves Food Manufacturers*

*By KATHARINE A. FISHER, Director*

FOOD manufacturers, recognizing our unique facilities for working with food products at Good Housekeeping Institute, frequently turn to us for assistance in developing methods of using their products and in making recommendations to them for any desirable changes in improving these products, whenever this seems necessary.

An association of food manufacturers recently asked the Institute to assist them in developing standards for their fruit products in producing a quality that would make a wider appeal to pur-

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**"Another thing: Will you let us have any recipes which you may have for the use of this product? Also, will you let us know frankly just what is your opinion**

**CALIFORNIA SEASIDE**

*Limas*

 Look for this two-pint, red-inked bag, before you buy.

**THE BEANS WITH THE NUT-LIKE FLAVOR**

about them—about their menu possibilities; about their food value?"

Manufacturers, in telling the public about their products and the preparation of these for the table, often come to the Institute for assistance in making all recipes and other instructions definite and clear. In this connection the Institute also offers cooperation to those whose products appear in the advertising pages of GOOD HOUSEKEEPING. All directions and recipes are checked up, and tested in the Institute kitchens whenever it seems necessary. And the manufacturer may announce in his advertising that the recipes have been tested and approved by Good Housekeeping Institute if they have been found satisfactory, or if our recommendations for any desired changes are followed. Manufacturers are increasingly availing themselves of this service, so that Institute standards for methods of preparing foods are represented in our advertising pages as well as in our editorial pages.



*All foods tested by Good Housekeeping Bureau of Foods, Sanitation and Health are also tested by Good Housekeeping Institute from the standpoint of their use, flavor and consistency, and the directions for preparing and serving them. These Institute tests are considered in the final decision as to the approval or disapproval of any food product tested by the Bureau.*

## GOOD HOUSEKEEPING INSTITUTE

57th Street at 8th Avenue

New York City



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# Building a Complete and Co-ordinated Sales Promotion Campaign for Dealers

General Electric Leaves No Stone Unturned in Helping Central Stations Build Refrigerator Sales

By C. B. Larrabee

**S**ELDOM will you come upon such a complete sales-promotion campaign as the "On the Top" campaign of the Electric Refrigeration Department of the General Electric Company. It covers the ground so thoroughly and leaves so few stones unturned in its efforts to build a full advertising and merchandising service for the dealer that it may well serve as a model of what a sales-promotion campaign can be—at least, until a better one comes along.

Because of its very completeness it defies lengthy analysis. Perhaps such an analysis would defeat the writer's purpose, which is not so much to show how General Electric is planning to help its central station distributors sell more refrigerators as it is to point out to other advertisers how this particular campaign is alive with suggestions which can be a part of any business that has a cohesive dealer organization and a product which offers enough profit to make more than a casual sales effort on the part of the dealer worth while.

Therefore, instead of lengthy analysis, I shall summarize the campaign as briefly as possible, pointing out the salient features and showing how each step develops as the campaign increases. Such a summary should help the reader more easily place his own sales-promotion plans against those of General Electric and make a comparison which should be of help in laying out any such campaign. A summary, therefore, follows:

*The product.* General Electric refrigerators.

*The advertiser.* Electric Refrigeration Department, General Electric Company.

*Dealer Organization.* Central stations handling General Electric refrigerators.

*Time of Campaign.* Preliminary activity during February, March and April. Concentrated selling campaign during May and June.

*Method of Presentation to Dealer Organizations.* An 11 by 14-inch book, bound in heavy blue cover with coated stock. Printed in two colors, red and black, throughout. Contains tipped-in samples of the majority of the units in the campaign. Those units which are not tipped in are illustrated by halftone pictures.

*Company's Backing of Campaign.* National advertising in periodicals and newspapers.

*Keynote of Campaign.* The slogan, "Makes It Safe to Be Hungry."

*Preliminary Activity.* Right at the start this G. E. campaign takes into consideration a factor which is often neglected in planning sales-promotion drives. As a rule the advertiser decides upon a certain amount of effort to be concentrated within a predetermined period. Seldom is any effort made to lead up to this campaign with the result that the sales promotion drive is, as the saying goes, put over with a bang entirely during the period of concentration. One of the most valuable features of the General Electric campaign is that it lays out for the dealer extended advertising activity which is to take place during the three months preceding the concentrated sales drive in May and June. In this way both the central station and the central station's prospects are prepared for the drive when it comes. At the time of the main drive the resistance of the prospects has been weakened because

of the slowly gathering momentum of the complete campaign.



### February Activity.

1. **Outdoor Advertising.** For this the company furnishes colorful twenty-four-sheet posters which are available to central stations.

2. **Local Newspaper Advertising.** The company points out that one of the big factors in the campaign must be advertising in local newspapers and furnishes the dealer

**Health?"** by Clarence V. Ekroth, director, Ekroth Laboratories. This booklet is a discussion of the merits of the electric refrigerator. It tells of actual laboratory tests made in the Ekroth Laboratories and illustrates the results of these tests by means of pictures in color. This book, the company recommends, is to be mailed to doctors in the area covered by the central station. It is to be sent out with

(April activity)

APRIL MAILINGS TO YOUR METER LIST TELL ABOUT THE TROUBLE-FREE OPERATION OF THE GENERAL ELECTRIC REFRIGERATOR AND THAT IT WILL NOT INTERFERE WITH RADIO RECEPTION

HERE are two important educational folders, interesting to the housewife and to the man of the house as well.

"Trouble-free Operation" brings out the many advantages of the totally enclosed refrigeration unit—the particularly clean fact of all in which all moving parts operate—the impossibility of "leaking" with inside adjustment.

"No Radio Interference" emphasizes the advantage of a motor that will not produce crackling and distortion of radio music even when the receiving set is in the next room.

Use in separate mailings or as supplements with images is suggested.

(April activity)

ARMOUR TRADING & LUMBER CO.  
WICH, NEW YORK

*An April follow-up letter to physicians is an effective reminder of the contribution of the electric refrigerator to public health.*

TO: J. E. Ekroth, Director, Ekroth Laboratories, Inc., 100 West 42nd St., New York 18, N. Y.


A check has been sent to you and you are requested to send a copy of a letter which has been prepared by the Ekroth Laboratories, Inc., to the physicians in your area.

See above for a complete description of the product, but also see the enclosed booklet, "The Electric Refrigerator," which contains all the facts.

On what grounds, if any, do you object to the use of the electric refrigerator in the home?

Don't you step in at your convenience?

Very truly yours,  
ARMOUR TRADING & LUMBER CO.



SIMPLIFIED ELECTRIC REFRIGERATION

**Here Are Two Facing Pages from the Book in Which the Complete "On the Top" Campaign Is Presented to the Central Stations Handling General Electric Refrigerators**

with a portfolio of suggested advertisements.

3. **Folder to Meter Lists.** The central station, of course, has an admirable mailing list in its list of users of electricity. To this mailing list the company recommends sending the first folder which is prepared for the consumer. This lists the complete line of G. E. home refrigerators and gives twelve reasons why one is needed in every home. The folder is attractive both because of its illustrations and its typography.

4. **An Enclosure to Be Sent Out with Monthly Bills.** This is printed in four colors and gives a quick, concise summary of the company's sales arguments.

5. **A Booklet, "What Value Do You Place on Your Family's**

**personal, typewritten letter,** a sample of which is furnished by the company. No effort is made to concentrate any particular drive upon physicians but since the campaign is based on the slogan, "Make It Safe to Be Hungry," the company believes that it is well to have the doctors of the community cognizant of what the product will do.

### March Activity.

1. **Outdoor Advertising.** Twenty-four-sheet poster.

2. **Newspaper Advertising.** See February activity.

3. **Folder to Meter Lists.** This is a follow-up on the February folder. It is printed in four colors with illustrations in the modern technique. Its title is "A Suggestion to Homemakers." It stresses

# **The Rich Milwaukee Market Is Worth Covering!**

**To Do It Adequately  
You Must Use the**

# **WISCONSIN NEWS**

**Milwaukee Advertisers, Both  
Local and National—Those  
Who Are Located RIGHT IN  
Milwaukee and Know Their  
Home Market and Its News-  
paper Situation Thoroughly—  
Attest to This Fact Through  
CONSISTENT USE.**



the convenience, dependability, economy, and so forth, of the G. E. refrigerator. Finally it leads up to the story of "food, full flavored and helpfully fresh," which is the keynote of the entire general campaign.

4. *Folder to Selected List of Prospects, the Owners of Major Electrical Appliances.* The company points out that the person who has bought other major electric appliances is obviously one of the finest of prospects for an electric refrigerator. This folder is called "Is There Something Missing in Your Home?" and after illustrating such appliances as electric ranges, washers, sweepers, etc., leads up in the center spread to the story of simplified electric refrigeration.

5. *The "Five-Prospect Plan."* The central idea of this plan is to get every present user of a G. E. refrigerator to give the company the name of five prospects. As the company points out, all activity up to this time has been concentrated on general lists, and the time is right to begin building a list of preferred prospects. Instead of boldly asking each owner for the name of people who should be owners, the company offers a special recipe book, prepared by a nationally known authority, which is to be given as a reward for the five names the company desires. It is well to emphasize the fact that it is much easier to get names of prospects from users if some kind of reward is offered. Naturally, this reward cannot take the form of anything but a good-will builder.

6. *The "Something You'll Like" Idea.* Here the company not only asks for the names of prospects but offers definite prizes, such as a siphon, storage dishes, dessert molds, etc., as a reward to givers of names which are actually turned into customers. This differs from the "Five-Prospect Plan" in that rewards are made only when sales are closed.

7. *The "Timely Prospect Plan."* To each owner of a G. E. refrigerator the company mails a card on which the owner writes the

name of a prospect, the card to serve as an introduction of the salesman to the prospect. A second card is kept for the company's own record on which are entered the name of the prospect and the user who recommended him. A third card is one to be used by the prospect when he becomes a purchaser and on it he lists his own name and the name of the person recommending the refrigerator to him. A fourth card is used by the company to notify the person who recommended the prospect that the purchase has been made and that the central station is sending an electric refrigerator clock which was offered as the reward if the sale was closed. The last card is a receipt card to be signed by the recipient of the electric clock.

8. *Filing System.* The company recommends that each station keep a complete filing system so that it can follow closely the results of all its efforts. There is no necessity of explaining this system in detail but I wish to point out the importance of such a system and the desirability of an advertiser recommending some system to his dealers.

9. *Broadside for Employees.* This either is given to the employees or posted in a conspicuous place at the central station. It points out the fact that the central station will make special awards to all employees who give the names of live prospects. It is apparent by now that the company is not allowing its central stations to overlook any bet in getting the names of prospects. Many of these, as the company points out, can be closed before the concentrated drive in May and June, but even if they are not approached before the drive the central station is building for itself an excellent list of prospective users, and can be fairly certain by the time May rolls around that it has pretty carefully combed the field for the names of all possible users and buyers of General Electric refrigerators. This is one of the most significant points of the G.E. campaign and should not be



THE HEARST NEWSPAPERS  
*announce the appointment of*

**Mr. James C. Dayton**  
*of New York City, as General  
Advertising Counselor.*



*He will be associated with the  
General Management, with  
headquarters in the Interna-  
tional Magazine Building,  
57th Street at Eighth Avenue,  
New York City.*

FRANK KNOX  
*General Manager*  
HEARST NEWSPAPERS

# MORE THAN A SUN IN SUNDAYE

**S**EVEN daily newspapers in Boston . . . Three of them carry most of the national and local advertising. Each of these three has a Sunday edition.

Why is the Globe the only one of the three that holds its reader group in Metropolitan Boston almost intact over Sunday, while the others lose 35% and 65%, respectively?

Why does the Globe not only carry more department store advertising on Sunday than the next three Sunday papers combined, but *also* lead in total department store space—*both daily and Sunday*—by 48%?

Why does the Globe lead seven days a week in three of the five major display classifications, *including* automotive advertising, in which Sunday copy is the rule?

The simple answer is that the Globe is definitely the *home newspaper* in Boston, daily and Sunday. Week-day home coverage is proved by Sunday circulation—and recognized by both local and national advertisers.

The Globe's editorial policy is built around home interests. It has a larger local reporting staff and carries more suburban news than any other Boston newspaper.

## The Boston Gl

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# SUNDAY STORY

## READERSHIP

Its school news occupies an important place.

Its Household Department, recognized nationally as one of the best, has served Boston women faithfully ever since it was established in 1894 as the first "women's page" in American journalism.

Men look to the Globe for the final word in business and sport news, and they like its editorial page because of all Boston newspapers the Globe is the only one unfettered by factional interests—political, religious or social.

In Boston's retail trading area live 3,000,000 people. Average family wealth is \$9,000—fourth highest in the United States.

The Globe, as the seven-day home newspaper in this tremendously rich market, merits first consideration by national advertisers.

Our booklet will help you in determining how best to sell in the Boston market. Send for a copy.

### Facts about Boston and the Globe

Boston's shopping area ranks fourth in population, third in per capita income tax returns, of the major American markets. Average family wealth is \$9,000. Savings deposits average \$2,000 per family.

Within 12 miles of Boston's City Hall is the territory called Metropolitan Boston, defined by the A. B. C. as the "City" district. It is composed of Corporate Boston and 39 bordering and nearby suburbs.

Here in Metropolitan Boston the Globe is definitely the home newspaper, for it is the only Boston newspaper which holds all of its readers in this rich district seven days a week.

Boston's great department stores do 46% of the local advertising in Boston newspapers. With seven dailies and four Sunday papers to choose from, they spend 37% of their entire Boston newspaper appropriation in the daily and Sunday Globe alone.

# Globe



# NEW ORLEANS' 3RD ANNUAL AUTO SHOW

A success! An outstanding success! The South's most impressive exhibition of the modern in motor-dom was successful in every way—from the standpoint of the dealers who presented the show, of the public who came and saw and bought, and of The Times-Picayune, sponsor of the show.

The Times-Picayune's Auto Show number, March 3, contained a 40-page show section with 248 columns of automotive advertising.



And not just for "show time" but for *all* time The Times-Picayune is the automobile man's newspaper in New Orleans. In 1928—more passenger car and truck advertising than all the other New Orleans newspapers combined!

## The Times-Picayune

**IN New Orleans**

Member 100,000 Group of American Cities, Inc.  
Member Associated Press

Representatives: Cone, Rothenburg and Noe, Inc.  
Pacific Coast Representatives: R. J. Bidwell Co.

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#### *April Activity.*

1. *Outdoor Advertising.*

2. *Local Newspaper Advertising.*

3. *Mailings to Meter Lists.* Two colorful folders, one called "No Radio Interference," and the other "Trouble-Free." These folders are printed in full color and summarize briefly the sales arguments which are suggested by their titles.

4. *Follow-up Letter to Physicians.* This is an illustrated letter with a typewritten personal message on the front page. It calls attention to the booklet sent earlier to physicians and on the center spread makes a definite bid to get the business of the physicians themselves.

#### *May-June Activity.*

All of the work which has gone on before is in the nature of preliminary work to lay the foundation for the main campaign. Examine once again the many things done by the company in its efforts to help the dealers really get ready for the work that is to be most important.

Note one important factor that is often overlooked. Not only are prospects prepared for the drive but also the central stations themselves are geared up for the task that faces them. Too often where a campaign is concentrated over a short period with no preliminary work, much precious time is wasted by the dealers in getting their machinery in readiness. If preliminary work is not outlined it is only natural that they should delay this preparatory activity until the last moment, when often it is so late that the efficiency of the drive is lessened.

1. *Outdoor Advertising.*

2. *Local Newspaper Advertising.*

3. *A Door Knob Hanger.* This is an ingenious cardboard device made in the form of a key which can be slipped over the door knob the day before the representative makes his first call.

4. *Special Posters to Fit a Special Window Display Frame Furnished by the Dealer.* These posters are for use in the central station.

5. *Display Co-operation.* The Electric Refrigeration Department

has organized a special section the task of which is to co-operate with dealers in building floor and window displays. The section has prepared display material and co-operates in furnishing the material and showing dealers how it is to be placed.

6. *Folder to Meter Lists.* This is a logical follow-up to the folders which have gone before and gets down to actual talk of the purchase of a refrigerator, going so far as to suggest the instalment plan of buying.

7. *The Telephone Campaign.*

This is explained in a special booklet which tells the central station how to pick its prospects out of the telephone book—by eliminating business offices, certain sections of the city, etc. As a second step slips are provided for the central station on which it can enter the names, addresses, phone numbers and other data concerning each telephone prospect. Next a letter is recommended to be sent to these telephone prospects. This is to be typed on the first page of an illustrated letter and the company gives three different suggestions for text. The letter is to be signed by the salesman. The inside spread of this letter contains four-color pictures and sales arguments. After the folder is mailed the company suggests that the station call the prospect on the telephone to get an appointment. Such appointments are to be acknowledged by letters from the salesmen who are going to follow them. The company further suggests that if appointments are ten days after the phone call the prospect should receive at least two or three mailings of special advertising material in order that her interest may be kept alive. This is an important point.

8. *Promoting Apartment Sales.*

This is a special angle of the drive and the plan is described in an interesting booklet. There is not space here to go into detail, but the whole idea is based upon the fact that both new and old apartment houses present excellent prospects for electric refrigerators. The company then goes on to outline its material which will

be furnished to central stations. This material consists of folders, broadsides, illustrated letters, prospect cards, etc. Probably most central stations are aware of the possibilities of apartment-house selling, but the company's book gives them a complete outline of an excellent selling plan which is based upon proved successes.

9. *Cross Country Sales Contests.* This is a modification of the typical salesman's contest adapted for the use of central stations to be applied to the activities of their own salesmen. The company furnishes a broadside which explains some of the features of the contest. This broadside can also be used as a poster to be placed where the central station's salesmen can see it. In addition the company also publishes a prize book with suggested prizes. This can be used by the central station working with its salesmen.

10. *Organization of the Campaign.* In its booklet describing the campaign the company outlines briefly but forcefully the steps to be followed by the central station in organizing and following up its campaign. It suggests that a meeting be held two weeks in advance of starting date of the drive, this meeting to be attended by division managers, supervisors, salesmen, members of the advertising department, and any one who is concerned in any way with the sale of merchandise. The company suggests a talk by the merchandise manager, use of special motion picture films prepared by the company, a talk using still pictures, etc. It further suggests that at this meeting the cross country sales contest be explained thoroughly and the salesmen assigned to their teams. Following on in this manner the company gives the central station a complete list of suggestions for the successful operation of the campaign. It also includes samples of salesmen's score sheets, branch manager's record sheets, manager's daily report sheet, etc.

11. *The Campaign Chart.* This is one of the most interesting features of the company's plan. It is

a simple box chart in black and white. Across the top are the various types of activity listed, such as outdoor advertising, newspaper advertising, mail to meter lists, mail to physicians, prospect lists, organization, store and window display, commercial activity. Running up and down are the names of the months, February, March, April, May-June. The person in the central station who has complete charge of the campaign can put this chart before him and check each activity without a slip. This chart is patterned after charts used by both advertisers and advertising agencies in keeping track of the developments of campaigns. It really summarizes the entire plan in brief form and gives the central station an excellent idea of what the plan is and how it operates.

\* \* \*

A study of the campaign as outlined in this article shows that almost any point covered here would be capable of considerable elaboration but, as pointed out at the beginning, the main purpose of this article is to show the possibilities of laying out a complete campaign which overlooks almost nothing. The salient features of the campaign, as the writer sees them, are:

1. The period of preliminary activity.
  2. The care evidenced in making certain that every possible prospect is covered both by mail and personal call of the salesman.
  3. The careful co-ordination of all the units.
  4. The method of letting the campaign gather its momentum slowly so that when it reaches the stage of concentration both central station and prospect are prepared for the drive which follows.
  5. The completeness of the campaign.
  6. The great amount and variety of help offered to the dealer.
- There is nothing spectacular about any single feature of this campaign. Probably each one of these features has been used some place by some advertiser. Indeed, many of them are integral parts



## These Figures Can Only Mean One Thing—

**D**URING 1928 local merchants and national advertisers used 22,449,545 lines of display advertising in The Washington (D. C.) Star—which was over 4 million lines more than appeared in all four of the other papers combined.

This pronounced preference was carried through every major classification.

A practical recognition not only of the complete coverage of The Washington Market by The Star's all including circulation; but also of its decided prestige.

Total lineage of The Star for 1928 was 26,748,755 lines.

**Our Statistical Department will be glad to answer any inquiries regarding the Greater Washington Market.**

## The Evening Star.

*With Sunday Morning Edition*

**WASHINGTON, D. C.**

**New York Office:**  
Dan A. Carroll  
110 E. 42nd Street

**Chicago Office:**  
J. E. Lutz  
Tower Building

of any sales promotion campaign. However, you seldom find such a complete and careful co-ordination of all the parts into an effective and powerful whole.

## Keeping the Logotype Uniform

SOUTHWESTERN BELL TELEPHONE  
COMPANY  
ST. LOUIS

Editor of PRINTERS' INK:

Can you refer me to any articles, recent or not so recent, that have been printed regarding the advantages in favor of using one style of logotype as opposed to the practice of printing the company's name in various typographical forms?

DOUGLAS WILLIAMS,  
General Advertising Manager.

**A**N analysis of current advertising shows that there seems to be no definite policy followed by advertisers in the practice of clinging to a logotype or printing a company's name in various typographical forms. The chief objection to using a logotype is that it may not always fit into the spirit of individual advertisements, although if the logotype is kept fairly simple, as is the case with a number of advertisers, it can be used with almost any style of typography.

It is a question in the minds of many advertising men whether the logotype in itself has a great deal of advertising value. Too frequently the logotype is so confusing in its appearance and so hard to read that it has a negative rather than a positive value. After all, the chief thing to be considered is whether the advertising copy itself is as effective as it can be. If the copy stands out head and shoulders above the copy of competition, the matter of a logotype is of minor importance so long as the layout and typography of the advertisement live up to the copy.—[Ed. PRINTERS' INK.]

## To Represent Wyandotte "Record"

Scheerer, Inc., publishers' representative, has been appointed national advertising representative of the Wyandotte, Mich., *Record*.

## New York "Evening Journal" Appointments

Chester B. Fox, formerly director of local advertising of the New York *Evening Journal*, has been appointed advertising manager of that newspaper. He previously was with the New York *American* for six years as director of local advertising. Before that he had been with the Munsey organization on the New York *Sun* and *Herald* in a similar capacity and for thirteen years was with the Brooklyn *Daily Eagle*, holding the position of assistant advertising director at the time he left that newspaper.

J. P. Fallon, for many years promotion manager of the *Journal*, has been appointed assistant advertising manager.

## Sphinx Club to Meet

The Sphinx Club, New York, will hold its first 1929 meeting on April 26, at the Waldorf-Astoria Hotel. The guest of the evening will be Oscar Tschirky, famous chef of the Waldorf-Astoria, who has assisted many times at the Sphinx Club meetings held at that hotel.

This meeting will be the 199th gathering of members of the Sphinx Club, which first met at the Waldorf-Astoria on July 14, 1896. For the thirty-three ensuing years dinner-meetings of the club have had the personal attention of Oscar.

The dinner on April 26 will give members an opportunity to entertain their friends in the Grand Ballroom on practically the eve of the closing of the hotel, April 30.

## Joins Michaels, Stern & Company

Zora B. Saunders, for the last eight years advertising manager of Goodman & Suss, Inc., Rochester, N. Y., has joined the advertising and sales promotion departments of Michaels, Stern & Company, of that city.

## C. D. Muller Joins New Orleans Agency

Charles D. Muller, formerly merchandising manager of the New Orleans *Item* and *Tribune*, has joined the Fitzgerald Advertising Agency, Inc., of that city, as director of research and merchandising.

## L. H. Bonn with "Delineator"

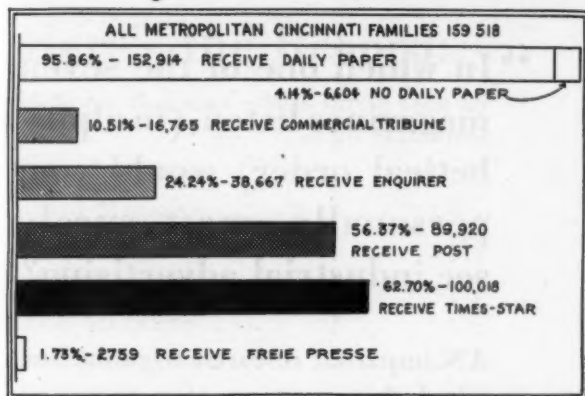
L. H. Bonn, formerly in charge of sales and advertising of the American Bemberg Corporation, New York, has joined the advertising department of the *Delineator*, New York. He will contact with the textile trade.

## La Grange, Ga., Papers Merge

The La Grange, Ga., *Reporter* has changed its name to the *News*, following its merger with the *Graphic*. Scheerer, Inc., continues as national advertising representative.



# Home Effective Newspaper Coverage of Metropolitan Cincinnati



## Suburban Area:

46.47% receive one or more daily papers  
21.58% receive Times-Star  
20.88% receive Post  
9.42% receive Enquirer

## Country Area:

38.58% receive one or more daily papers  
21.03% receive Times-Star  
13.74% receive Post  
7.95% receive Enquirer

The Cincinnati Times-Star not only exceeds in home effective coverage in Metropolitan Cincinnati, but also exceeds any other Cincinnati paper in home effective coverage in both the Suburban and true Country trade area.

Only papers delivered by carrier or brought home regularly by some member of the family and effective with women heads of families are taken into consideration in the above chart. The Times-Star leads in Cincinnati and trade area.

## The Cincinnati Times Star

*Eastern Representative*  
MARTIN L. MARSH  
24 West 40th St.  
New York City, N. Y.

*Western Representative*  
KELLOGG M. PATTERSON  
904 Union Trust Bldg.  
Chicago, Ill.

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## Half of them said:

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**“In which one of the seven magazines listed, (in alphabetical order) would you, personally, most surely see industrial advertising?”**

AN impartial research organization asked this question of a thousand executives in million-dollar manufacturing establishments. Of all those replying:

**49.1%**

**said “Nation’s Business”**

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## *“I'll see it in Nation's Business”*

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### Here's the Record:

Nation's Business—most surely seen by  
49.1% of all executives

Second Magazine . . . . . 18.7%

Third Magazine . . . . . 17.8%

Fourth Magazine . . . . . 13.5%

Fifth Magazine . . . . . 10.0%

Sixth Magazine . . . . . 5.2%

Seventh Magazine . . . . . 4.8%

*Ten other magazines, not listed on the  
questionnaire, received one mention each*

Details of this survey may be obtained  
from Washington or branch offices in New  
York, Detroit, Chicago, Atlanta, Cleve-  
land, San Francisco and Los Angeles.



**NATION'S BUSINESS**  
**WASHINGTON D.C.**

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# How Permanent Is Modern Art?

The Manufacturers of Lighting Equipment Have Been Most Concerned with Modern Art—Here Is the Opinion of a Lighting Expert

FROM time to time this magazine has expressed the opinion that the modern art movement will have a permanent influence on the design of lighting equipment. We have not said that all that is called modern art today is good—we know too well that much of it is grotesque. Nor have we said that the same designs we now call modern art in the lighting industry will survive indefinitely. We know that fashions in lighting fixtures are continually changing, and modern art fixtures will be no exception to the rule.

But just as our candle-type chandeliers and brackets of today hark back to the American Colonial period, or to the Tudor period in England, or the periods of Louis XIV, Louis XV, and Louis XVI in France, so we believe that lighting fixtures designed a generation hence will retain some of the distinctive characteristics of the fixtures we now call modern art. And this because modern art designs are especially suited to utilize the incandescent lamp to the best advantage, just as fixtures designed a century or two ago were designed to utilize to the best advantage the luminant then in general use—the candle.

With this explanation by way of preface we print below a letter recently received from a reader of "Beardslee Talks" who is not enthusiastic about modern art. If we were at liberty to mention this critic's name he would be recognized as a lighting expert of long and wide experience, one whose opinion on any phase of the art of illumination is entitled to a respectful hearing.

I have read with interest in the February issue of "Beardslee Talks" the article entitled: "What is Modern Art—and Is It Here to Stay?" I would suggest that the author of this article preserve a copy of it among his souvenirs and take it out and read it two years from now.

Reprinted from "Beardslee Talk," house magazine of the Beardslee Chandelier Mfg. Co.

Those of us who have been familiar with the fixture business for a number of years know two things—that the public is whimsical, that there is always a certain percentage of the people who "want something new, something different" and they grab at anything that is new and different regardless of how bad it is. The other thing we know is that the great bulk of business is done on the things that are good.

As to the performance of modern art I can point to a straw that shows how the wind blows. One of the big department stores in this city imagined that they could do a tremendous business in modern art and for a long time all their advertisements, from pins to grand pianos, were on this line; but for the past two months I have seen no advertisement of theirs in which modern art was mentioned. Recently this store mailed me a booklet illustrating 100 to 200 pieces of furniture and there was not a single piece of modern art listed in it.

The poet Keats said: "A thing of beauty is a joy forever." The public is the jury that decides what is a thing of beauty and their verdict can be relied on. That which they decide is good will last, and that which they decide is not good will soon be forgotten.

Why have certain styles, or types, of lighting fixtures lived for years? Because the public has decided they are good. The same is true of architecture, music, art, drama—that which is good lasts, and only that which is good.

For the present-day designer to create something that will last he must be able to create something that is better, or at least as good, as the things that have stood the test of time. It all lies in the ability of the designer to do this. Has he the ability?

Speaking of the popularity of modern art in Europe, and how firmly it is grounded, I wish you could have seen the International Art Exhibit held in this city last year; you would at least have had a laugh out of it. The great majority of the European paintings were simply ridiculous. The committee in charge of this exhibit was so severely criticized for its judgment in the selection of paintings that they finally issued a statement in self-defense, pointing out that the committee was not responsible for the selection of pictures exhibited, that the artists of each country represented decided what should be shown and that the committee accepted them as being representative of the art of these countries.

One year the faddist demands something Italian, the next Spanish, the next modern art—and the next he is in a padded cell. And all this time the great percentage of business is done on the conservative lines that have stood the test of time and which the public has pronounced good.

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**SOLD**  
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# *Pictures are Split-Second Sales Messages*



*Rotogravure has unbounded versatility for reproducing faithfully any surface, any texture, transmitting with flattering exactness the quality characteristics of merchandise which impel the reader to purchase.*

Fine pictures of your merchandise, reproduced by Artgravure and broadcast to your clientele, are an effective medium for speeding up sales and increasing turnover.

Just a glance at a good picture will tell the buyer the facts about your merchandise, aided of course by a few words of descriptive copy.

## **ART GRAVURE**

**DESIGNERS and PRINTERS  
of ROTOGRAVURE ADVERTISING**



# Speed Up Your Sales With Rotogravure Printing



*Your catalog in Rotogravure will show your goods as they actually are. Your customers will be able to buy more intelligently, and to make their decisions more quickly.*

*The swiftest printed sales message obtainable is a splendid picture faithfully reproduced.*

The picture places your product before the buyer for what it is, and when accompanied by a few words of text, the buyer's interest is crystallized in a few seconds.

We are specialists in reproducing, in rotogravure, split-second sales messages. An Artgravure representative will tell you, at your request, about our service and how you can use it profitably in your business.

## CORPORATION

General Office: 406 West 31st Street, New York

Telephone: Chickering 8655

NEW YORK

BOSTON

CHICAGO

PHILADELPHIA

CLEVELAND

# Commercial Rotogravure Printers

As commercial rotogravure printers, we offer advertisers and buyers of printing a complete service which insures successful production of effective, selling, printed matter, whether it is a tiny package insert or an elaborate catalog.

Our service embraces layout, copy, photography, and art work in addition to the mechanical processes, all or any part of which service is available to you as necessary to complement the facilities of your own organization.

An Artgravure representative will gladly discuss with you, without obligation, the application of rotogravure to your sales program and its possibilities for speeding up and increasing sales volume.

*Layouts and estimates gladly  
furnished. Free descriptive  
booklet on request*

## ART GRAVURE CORPORATION

DESIGNERS AND PRINTERS OF ROTOGRAVURE ADVERTISING  
NEW YORK BOSTON PHILADELPHIA CHICAGO CLEVELAND

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# The Harvard Advertising Awards for 1928

Through René Clarke, Honor Is Paid to Work of Art Directors, Illustrators and Designers

By Richard J. Walsh

President, The John Day Company, Member Harvard Jury of Awards for 1928

[Editorial Note:—Presentation of the Harvard Advertising Awards for 1928 was made at Cambridge, Mass., last week. A total of \$12,000 in prizes and a gold medal were awarded as follows:

Gold medal for distinguished contemporary services to advertising, René Clarke, art director of Calkins & Holden, Inc., New York.

Ford Motor Company, Detroit, \$2,000, for the advertising of both the Ford motor car and the general subject of aviation.

Batten, Barton, Durstine & Osborn, Inc., New York, \$2,000, for the campaign of Lewis & Conger, prepared by Dorothy Grieg and George McAndrew.

Calkins & Holden, Inc., \$2,000, for the campaign on *McCall's*.

Vacuum Oil Company and The Blackman Company, both of New York, \$2,000.

Frank Irving Fletcher, New York, \$1,000, for an advertisement of Atlantic City, selected as one of a group of equal excellence.

Marcus & Company, New York, \$1,000 with recognition to Charles A. Hammarstrom, general manager.

Lennen & Mitchell, Inc., New York, \$1,000 for an advertisement of the Scripps-Howard Newspapers.

Robert A. Holmes, New York, \$1,000, for an advertisement of Dobbs & Company with recognition to Robert A. Holmes, Jr., and the Harbor Press.

Members of the jury which had charge of the selections were: M. T. Copeland, professor of marketing, Harvard Business School, chairman; Elmer Adler, Pynson Printers, Inc.; Lewis C. Candy, typographic director, New York Monotype Composition Company; Thomas L. Ryan, Pedlar & Ryan, Inc.; P. L. Thomson, publicity manager, Western Electric Company; R. R. Wason, general manager, The Clark Lighter Company, Inc., all of New York;

Neil H. Borden, associate professor of advertising, Harvard Business School; Nelson S. Greensfelder, advertising manager,



René Clarke

Hercules Powder Company, Wilmington, Del.; Joseph B. Mills, publicity director, J. L. Hudson Company, Detroit; Guy C. Smith, manager of advertising and research, Libby, McNeill & Libby, Chicago, and Richard J. Walsh, president, The John Day Company, publisher, New York.]

**R**ECOGNITION of the individual craftsman is perhaps the cardinal feature of the Harvard Advertising Awards for 1928. In giving to René Clarke the gold medal for "distinguished contemporary services to advertising" the jury sought to honor an important attainment in personal creative work, and also to honor through him the large body of art directors, illustrators and designers by whose skill the physical standards of advertising have been lifted.



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# *The Boston Transcript's* 100<sup>th</sup> YEAR

This year, the centennial year of the Boston Evening Transcript, the 30,300th issue of this outstanding American Newspaper will enter Boston's best homes.

For a century The Transcript has been a welcome evening visitor, bringing the news of the world, of art, of drama—telling those of broad financial and business interests the latest facts of vital importance to them.

Today the Boston Evening Transcript enjoys a vigor and prestige never exceeded. Its advertising effectiveness is evidenced by substantial gains in advertising for the year to date—after a 99th year that eclipsed all former records.

## **Boston Evening Transcript**

**CHARLES H. EDDY CO.**

Boston New York Chicago

**R. J. BIDWELL CO.**

San Francisco Los Angeles

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## Three New Stars on the McGraw-Hill Map



McGraw-Hill service to American Industry has expanded rapidly during the past few years. It has reached out into new fields. It has embraced new papers, new facilities, new strength in organization. And industry, recognizing this advance, has made steadily growing demands on our resources.

To meet these demands, and to make the full scope of McGraw-Hill service more readily available, we announce the establishment of three new branch offices.

At each of these offices you will find competent marketing and advertising counsel ready at all times to help you in your selling to industry.

### ★ Boston

65 Franklin Street,

Telephone: Liberty 8100

### ★ Detroit

4-257 General Motors Building

Telephone: Northway 6024

### ★ Greenville, S. C.

315 Masonic Temple

Telephone: Greenville 4238

## McGRAW-HILL PUBLISHING COMPANY, Inc.

New York Chicago Philadelphia Cleveland St. Louis  
Detroit Boston San Francisco Greenville, S. C. London



## A spoonfullail will buildyou

**F**EW business organizations advertise more unceasingly than ways according to the sound, straight-thinking agencies. Advertising agency to obtain phenomenal results and to apply them effectively, more than any other.

True, no agency can say with Modern methods, certainty, "Do this and you will just be able to get exactly that result." Business considered as a whole comprises too many variables to be taken care of by any one agency, like a simple formula. The perfect care of

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381 FOURTH AVE., N. Y. CITY 17, N. Y.



# ullaily of this fact-tonic d you up in no time , , ,

ent advertising "cure" is not  
ways accomplished by home  
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orse than no medicine at all.

Modern methods of diagnosis  
ust be applied before a well-  
onsidered prescription can be  
ritten. Moreover, the helpful  
gency, like the wise physician,  
eps a careful and regular check

upon results, ever alert to alter  
plans if changed conditions —  
new facts — have to be faced by  
the client.

Markets, in short — the con-  
sumer and distributive markets  
— are the advertising agency's  
clinic, in which anyone who pre-  
serves an open mind can learn  
how advertising functions to  
tone up the body commercial.



## HICKSON Co.

ATER APRIL 7, 1929, THE N. Y. CENTRAL BUILDING



**DELECTABLE CRESCENT**

OF ALL the ornaments that women wear, none is more attractive than the Delectable Crescent. . . . Like a young woman it changes the Delectable's white columns. There is a richness in it, and a tawny glow. It adapts itself to every personality, from the demure beauty of the young type to the fragile charm of the matron. Yet, it subtly influences line and form.

There is only one way to the Delectable which is that it may be worn with any modish costume. It is a plain gold chain on the gold links . . . a linked or beaded ornament for the neck. And for evening there are beautiful jeweled ornaments of exquisite workmanship, in diamonds with green, and opal, and pearl.

In this, as in every other thing about her person, the well-dressed woman requires the Delectable and distinctive, a certain daring suggested with restraint. . . . And these are qualities so already identified with the name of Marcus & Company that every one of the current ornaments in America are instantly recognized by this house.

Order customers to exclusive dealers, accompanied with purchase or satisfaction money. Price \$25.00 to \$100.00.

**MARCUS & COMPANY**  
JEWELERS

THEY HAVE SHOWS IN:  
Fifth Avenue at Forty-Fifth Street, New York; London; Paris; Palm Beach

**Winner of Award for Advertisement  
Effective in Its Use of Pictorial  
Illustration**

car copy, and the latter for sheer good writing and eloquent appeal to the imagination.

Practical values, so-called, weighed heavily, as is proper, in the award of the prize for local retail advertising. The Lewis & Conger campaign is conspicuous for presenting in relatively small space literal pictures, prices and descriptions of a variety of goods, and for the fact that its ends are gained without offense to the eye.

Business-paper copy is so often unjustly treated as the poor relation of advertising that it was gratifying to come upon a number of campaigns in this classification which bore the hallmark of special care. The Vacuum Oil Company which received the prize for a campaign "for industrial products, primarily through the media of industrial, trade or professional journals," has used in these journals illustrations by such artists as Joseph Pennell and Earl Horter. This alone would not be enough to justify the award, for costly illustrations are commonly by-products of consumer advertising in national magazines, which industrial advertisers ordinarily cannot afford. Equal discrimination, however, is shown in

the illustrations throughout this campaign even where they are only inexpensive photographs or graphic charts. The layouts are just as orderly and the text just as thoughtful as though the space were worth many times the prices charged by business papers, and the campaign as a whole shows well-informed and thorough planning.

Turning to the awards for effective single advertisements, the jury found its scope restricted—perhaps to good purpose—by two considerations. On the one hand there was the stipulation that "the jury cannot consider, for one award, material which is obviously faulty in other respects even though of particular merit in the quality under consideration." This meant that a splendid picture must be thrown out of competition if accompanied by weak text, that good copy had no chance if badly set up, that a striking headline was not eligible if placed with an ugly or irrelevant picture. On the other hand, no prize was offered for all-round excellence in a single advertisement. In three previous years there have been awards for "the advertisement most effective in its combination of text and illustration."

## Sh! HE'S ASLEEP

ASLEEP on an Atlantic City veranda at three in the afternoon . . . a grown-up in a chair slumbering like an infant in a cradle! . . . sleeps nine hours last night and now as it again! . . . nothing wrong, only recuperating from overwork in the City . . . had a date for golf and has forgotten all about it . . . sleeps oblivious of the chatter at the bridge tables . . . dreams of solutions to problems that he left behind . . . sits at three-thirty, blinks the life about him and nods off again . . . just a business man caught napping at Atlantic City . . . but you'll never catch him napping in town!!!

## ATLANTIC CITY

Write in reply of the following for Rates or Reservations

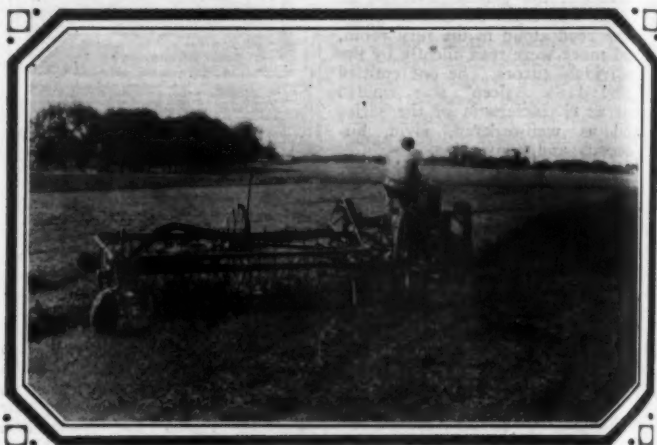
Atlantic City	Atlantic City	Atlantic City
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Atlantic City	Atlantic City	Atlantic City

Home of a Hundred Beaches Offering the Comforts of Home

**Winner of Award for Advertisement  
Effective in Its Use of Text**



# Influence Where



Modern farm equipment is used, where modern farmers are found. More than half the total valuation of farm machinery is concentrated in the 13 "Heart" States.

The side-delivery hayrake, pictured above, throws the slow-drying stems out, and the quick-drying leaves under. As a result of an even cure, the hay contains 30% more food value.

**YOU** can quickly recognize the difference in farm magazines when you know that *Successful Farming* stands out as the one farm magazine which directs its editorials, exclusively, to the needs and wants of one particular group of farm families—the grain and livestock farmers living within the North Central 13 "Heart" States. That is why the reader-influence it has maintained is unequalled.

## Successful Farming

MORE THAN 1,000,000

The Meredith Publishing Company

Branch Offices: NEW YORK

CHICAGO . . . ST. LOUIS . . . KANSAS CITY . . .

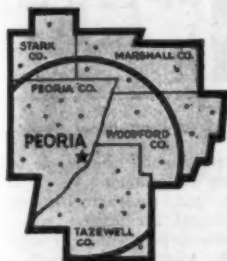
# renfluence Counts

Successful Farming's influence is where influence counts, because it is among the group of farm people who have more money to spend than have farm people in other sections of the United States.

In addition to having influence where influence counts, Successful Farming carries your selling message to more farm homes in America's Agricultural Heart than can be reached through any other magazine.

Merchants in shopping centers throughout the North Central 13 "Heart" States know the importance of farm trade. They cater to their farm customers, because they know that today farm people are in a position to buy more merchandise than they have at any time during the past seven years.

Retail merchants in the North Central 13 "Heart" States recognize that it is not possible to separate the farmer and the city man in their selling plans. What they want is more customers. And, it is of little importance whether these customers live on farms or in towns.



Population, Peoria, Illinois — 1925 census—20,391 families.

Successful Farming reaches 5,299 of the 8,928 farm families in the area tributary to Peoria.

The red circle indicates a 30-minute ride to Peoria.

Your advertising in Successful Farming influences farm people to ask dealers for your product.



## ful Farming

N O MILLION · CIRCULATION

ublish Company, Des Moines, Iowa

T. LOU . . . KANSAS CITY . . . MINNEAPOLIS . . . SAN FRANCISCO

ing table putting on a necklace. Yet he has made an original and pleasing composition, and has drawn it with a sure and living line. Another point in its favor is that it will reproduce on cheap newsprint as well as on heavy coated stock. Appropriate typography and good text gave their aid to the illustration.

The outstanding example of typography was the Dobbs newspaper page. This was the more remarkable in that it was the only advertisement of this company in-

## Craftsman- ship in Advertising Art

By René Clarke

THERE are three requirements for craftsmanship. They are:

1. The craftsman must know and love the tools and materials with which he works.
2. He must know the use to which his product is put.



"THIS IS MY SON"

Overhead a star, radiant in an unearthly glory, burns in a firmament of mystery. The simple steps lead path through the dark, leading in and before as even they can only dimly comprehend. These War Men from the East, bringing gifts loved in abundance. The story is glowing one of the war, one of the struggles, one you will see the War Men. This is a drawing of the year in which

He shall be born to our fate... in peace... in power... Off the sea when the shell is grown in strength and wisdom and the shell find himself saying in her mother's words, "This is my son" — And then of the day when the shell is ready to do the work in a man's world—remembering the people he loved at his home—holding to a vision of what is good, even though a trial to a Cause.

Only so, a mother is it given to know what the beautiful story of the History. Only a mother can have the hope... the love. Only a mother can have the true spirit of Christmas—to give without thought of thanks or appreciation of reward.



**McCALL'S**

A MAGAZINE FOR WOMEN

### One of the Series Which Won Award for a General or Institutional Campaign

cluded in the exhibits. It stood on its own merits, unsupported by a campaign.

As a whole the selections made this year seem to be quite in keeping not only with the purpose for which Edward Bok founded the awards in 1923, but also with the spirit in which the jury met its chief responsibility, the bestowal of the medal. Individual craftsmanship, almost to the extent of revealing individual personality, appears clearly in each of the prize-winning advertisements. And so long as the personality of the artist or writer does not obscure or conflict with the commercial purpose which the advertisement must serve, that is as it ought to be.

3. He must know the people who are to use his product.

If we put these requirements into practical application we are faced with a problem. In advertising, the tools and materials are products which we advertise, and the thinking of the man who makes the product. The problem of the advertising artist, therefore, centers around how he learns to love these tools and materials.

First, we have the thinking of the man who makes the product to be advertised. In nine out of ten cases, we find that his thinking is not in accord with our own for this reason: We represent the con-

Summary of a talk made at the presentation of the Harvard Advertising Awards.

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*an IDEA can triumph over*

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*a million dollars . . .*

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**LAWRENCE FERTIG COMPANY, Inc.**

*Advertising — Sales Promotion*

150 MADISON AVENUE, NEW YORK



## Can a big agency do a good job on an account of moderate size?

THE 1928 Harvard Advertising Award for a local campaign has been won by Batten, Barton, Durstine & Osborn, Inc., for the advertising of Lewis & Conger in New York.

This fine old house has been providing pots and pans and other houseware for the carriage trade of New York for over seventy years.

In 1915 the Lewis & Conger account was placed with Berrien-Durstine, Inc. It was the largest account on the books of that agency. It stayed there for four years and with Barton, Durstine & Osborn for ten years. It now celebrates its first year with Batten, Barton, Durstine & Osborn by being selected by the Harvard Advertising Award Committee as "most conspicuous for the excellence of its planning and execution."

In recent years the copy for this

account has been written by Miss Dorothy Greig. The art director responsible for its physical appearance is George McAndrew.

Miss Greig and Mr. McAndrew were coloring rabbits and singing gesture songs and refusing to eat their cereal when Berrien-Durstine began to serve Lewis & Conger. And still today, through the efforts of a younger advertising generation, this client is receiving an advertising service which is, to quote again those pleasant words from Cambridge, "conspicuous for its planning and execution."

We asked a question at the top of this page. The answer is this: Every account, large or small, is important to the people who are working on it. Our recipe for good advertising is to have men and women whose best is very good indeed. And plenty of them.

### Batten, Barton, Durstine & Osborn

INCORPORATED

ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: 220 Delaware Avenue



# THE PAST PERFORMANCE OF THIS HOUSE IN CONNECTION WITH THE HARVARD AWARDS

It was not the policy of George Batten Company, Inc., to enter material for the Harvard Awards. Barton, Durstine & Osborn, Inc., have received the following awards:

## 1924

National campaign of an institutional character. For the General Motors Corporation.  
Local campaign. For R. H. Macy and Company, Inc.  
Scientific research in advertising. For the research titled: "Field Survey Report for American Radiator Company."

## 1925

The work of Barton, Durstine & Osborn, Inc., was not entered this year, because Mr. Barton was a member of the Jury.

## 1926

National campaign of an institutional character. For the General Electric Company.  
Scientific research in advertising. For the research titled: "Report and Recommendations for Johnson & Johnson."

## 1927

Individual advertisement most effective in its use of text. For Marshall Field & Company.  
Local campaign. For R. H. Macy and Company, Inc.

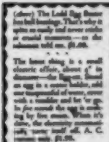
### SHOPPING WITH JANET GRAY AT LEWIS & CONGER.



(above) Here the beautiful little "Traveling Beauty" Dress and Dress at Lewis & Conger, 40th Street and South Avenue, The Bronx, when folded in case, is only 18" long. (Here a black ladies' dress.) Would you like a costume made of this material with a three-piece suit? \$5.95. The "Beauty" Dress is a unique design, made only of genuine black material, comes off and puts on easy, doesn't open at all. \$5.75.



(above) We want either the "West" or the "East" dress. They are both new. Especially the "West" dress. The "East" dress is a unique design, made only of genuine black material, comes off and puts on easy, doesn't open at all. The "West" is a unique design. \$7.50 each.

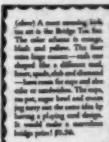


(above) The "Laid Back" Dress is a unique design, made only of genuine black material, comes off and puts on easy, doesn't open at all. \$5.75.

I keep my business in a "White" dress. It's a unique design, made only of genuine black material, comes off and puts on easy, doesn't open at all. \$5.75.



(above) The "Unshaken" Dress is a unique design, made only of genuine black material, comes off and puts on easy, doesn't open at all. \$5.75.

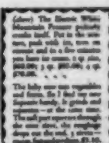


(above) A most charming little dress is the "Bridge" Dress. The other dress is a unique design, made only of genuine black material, comes off and puts on easy, doesn't open at all. \$5.75.

I've found some really nice-looking "Purse" Dress. They have been longed for and are now in stock. \$5.75 each. \$5.75 each.



(above) The "Working" Dress is a unique design, made only of genuine black material, comes off and puts on easy, doesn't open at all. \$5.75.



(above) The "Sweet" Dress is a unique design, made only of genuine black material, comes off and puts on easy, doesn't open at all. \$5.75.

Janet Gray  
Lewis & Conger  
"A House of Modesty"  
40th St. and South Ave.  
New York  
Telephone FIVE-28-22

### 3 plants chart a single course to...

*new economies!*



In Plant No. 1  
Labor cost  
for repairs is  
reduced 45%



In Plant No. 2  
Cost of oil  
consumed has  
been cut



In Plant No. 3  
Annual oil costs  
are reduced 45%

The second plant a big automobile body maker had these repairs made in his spare shop and saved him some thousands of dollars in annual cost of \$5,000.00.

A third was sent to Chicago Lubricating Oil. Repairs—none of them ever been made—made to other departments. The use of Chicago Lubricating Oil reduced the labor cost for repairs over 45% in 1928.

And this is only one example. The latter day of the Vacuum Oil Company will save the cost of thousands of dollars in the use of oil, repairs, maintenance and labor.

Chicago Lubricating Oil is the only oil in the world which is sold in bulk and in drums. It is the only oil in the world which is sold in bulk and in drums. It is the only oil in the world which is sold in bulk and in drums.

Chicago Lubricating Oil is the only oil in the world which is sold in bulk and in drums. It is the only oil in the world which is sold in bulk and in drums. It is the only oil in the world which is sold in bulk and in drums.

A large new engine factory has been using Chicago Lubricating Oil since 1921—cutting the cost of 1928. During that year the cost of oil consumed was reduced 45%.

The accompanying figure shows the annual income to date for 1928. The cost of oil consumed, again, the year since Chicago Lubricating Oil was used.

	1927	1928
Total oil consumed	40,000	40,000
Cost of oil consumed	\$1,000.00	\$1,000.00
Cost of oil consumed	\$1,000.00	\$1,000.00
Cost of oil consumed	\$1,000.00	\$1,000.00
Cost of oil consumed	\$1,000.00	\$1,000.00

Current information shows a saving of money. Repairs in spare shop, annual income to date for 1928. The cost of oil consumed, again, the year since Chicago Lubricating Oil was used.

During the month of 1928-29, the oil cost in a big automobile engine was \$1,000.00.

There is a saving in laboring of oil cost. The cost of oil consumed is \$1,000.00.

During the month of 1928-29, the oil cost in a big automobile engine was \$1,000.00.

There is a saving in laboring of oil cost. The cost of oil consumed is \$1,000.00.



MANUFACTURERS the primary need is to obtain a correct and complete knowledge of all. Chicago Lubricating Oil has been sold in bulk and in drums. It is the only oil in the world which is sold in bulk and in drums.

And the reason that they follow is the fact that the use of Chicago Lubricating Oil has been shown to be the most economical way of saving money.

**Vacuum Oil Company**

Headquarters: 41 BRIDGEVIEW, NEW YORK

Branches and Distributors: Everywhere throughout the world



Lubricating Oils  
The world's quality oils  
for plant lubrication

One of the Series Which Won Award for Campaign of Industrial Products

sumer's viewpoint, not the manufacturer's. In order to love his thinking, there is only one way to produce that result. We must educate the manufacturer to think from our viewpoint, namely, the consumer's viewpoint.

Our next requirement is to know the use to which our product is put. The use to which advertising is put is selling. Selling consists of establishing in the minds of prospects a desire for ownership which will be in excess of a desire to keep the purchase price or spend it for something else.

Accordingly we search in the lives of our prospects for some active desire. Then we search for the equivalent of that desire and, having discovered it, we inform our prospective buyer, being careful not to claim an equation where none exists. We thus create in the mind of the prospective buyer a desire for the manufacturer's product. If we have been successful in our first approach to the problem, namely, educating our client to the consumer's point of view, our client will have provided us with some minor difference in his product which is subject to enough dramatization so that preference

for his product may be established.

In case, however, he has not provided us with any difference, that is to say one that may be worked into a standardized product, we again have recourse to the thinking of the artist who is trained in organization of line, form and color. We can create an envelope which will disguise the lack of imagination existing in the product itself. This envelope, technically speaking, is what is known as the package.

Our next requirement is to know the people who use our product. The people who use advertising are not alone manufacturers, salesmen and distributors. It is the consumer who really uses it. At first thought it would seem very difficult to get acquainted with 120,000,000 people who are our potential market. There is a short cut, however, by which we may get acquainted with them. We read what they read and we know what they know, like and dislike.

A study of the minds of these people discloses the fact that they have weaknesses as well as virtues. A true craftsman never exploits their weaknesses. He is always found crowding the breaking point of acceptance rather than rejection.

# Does Advertising Need a Continual Defense?

Why Should Advertising Be Defended More Than We Defend Our Audit, Credit, and Research Departments?

By James D. Tew

President, The B. F. Goodrich Rubber Company

THERE is no doubt that there yet remains the attitude that we should justify advertising; that we should constantly impress on our market the economic necessity of this great institution for broadcasting commercial and industrial news. But how great and how strong is that conviction? I am of the opinion that advertising, in all its many phases, has about reached the point where it is accepted with as little mental reservation as any other department in the business world.

I do not defend our advertising. I do not believe that it is necessary and have not found it necessary. This, then, is not a defense of advertising. What follows is a few of the reasons why it needs no defense. Defense implies apology. Surely, advertising has attained the dignity of a position in which we need not be apologetic toward it.

It is universally accepted that industry and commerce thrive because they manufacture and market commodities necessary to our existence. With every productive endeavor included in the general terms of industry and commerce, luxury, comfort, health and happiness are all included in our daily necessities. In this scheme of things, we first decide that a product is in demand, then proceed to produce it. The second step is to

market it. We may as well apologize for producing an article as to apologize for announcing it to the public. It would be commercial suicide to manufacture a useful article and permit the public to remain in ignorance of its merits.

I cannot conceive of any reason for an apologetic attitude toward

a legitimate means of merchandising the products of an industry. From the very beginning the laws and customs of commerce and industry have maintained the equity of legitimate profit from the manufacturer or producer down through the channels of distribution to the consumer. This is the equitable and reciprocal scheme that creates and maintains prosperity and progress. Every individual involved in the transaction is affected. Advertising, ethically employed, is an essential part of this

*IN last week's issue, Roy Dickinson, associate editor of "Printers' Ink" in an article entitled: "Has Advertising Too Many Defenders?" asked: "Hasn't advertising about reached the stage as an integral part of business promotion where it no longer needs a host of defenders always ready to spring to its assistance?"*

*By way of answer, James D. Tew, president of the B. F. Goodrich Rubber Company, says in this article: "I do not defend our advertising. I do not believe that it is necessary and have not found it necessary."*

*Mr. Tew's summation of the subject furnishes real inspiration to every advertising man.*

process.

The history of American commerce is inseparably linked with the history of advertising as a progressive element in merchandising. Through the last quarter-century, during which time American industry has progressed at an astounding pace, advertising has established itself as an indispensable factor in merchandising. No one who is at all familiar with the factors that have produced our great industrial State will question the important, even vital, part



## —CINCINNATI IS “HEADQUARTERS” OF THE *OK* MARKET

The *OK MARKET* is that spread of territory directly influenced by the commercial and social activities of Cincinnati.

Cincinnati is on the borderline of three states—Because of geographic relationship, ample transportation facilities and long established trading habits Cincinnati is “headquarters” for Southern Ohio, East Central Kentucky, and Southeastern Indiana. . . .

—A Market of Major Importance

# THE CINCINNATI

CHICAGO, DETROIT  
SAN FRANCISCO  
DALLAS

NATIONAL ADVERTISING  
WILLIAM S. CADY,  
250 Park Avenue

DEPART  
Director  
New York

# THE OK MARKET

## IS CINCINNATI'S ACTUAL

## TRADING TERRITORY

The leading business institutions of Cincinnati (wholesale and retail) recognize the OK MARKET as Cincinnati's actual trading territory. The OK MARKET is likewise the sales objective of every national advertiser in the Cincinnati field.

The Cincinnati Post



OVER 161,000 CIRCULATION

IN THE OK MARKET

The Cincinnati Post is the most economical national advertising buy in the OK MARKET—greater coverage than that of any other newspaper at the lowest cost.

Post total circulation of 200,316 (A. B. C.) covering a wider spread territory of the rich Ohio Valley than the OK MARKET is purchasable at a slightly higher price than OK circulation.

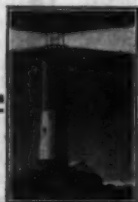
Write The Post for details concerning this optional plan of space buying.

# Post

DEPARTMENT

Director

New York City



SCRIPPS-HOWARD

MEMBER  
AUDIT  
BUREAU OF  
CIRCULATIONS

LOS ANGELES  
ATLANTA  
PHILADELPHIA

# 14 Consecutive Months

**THE DAIRY FARMER**  
has shown lineage  
gains

**March is "No. 14"**

**16% increase thus  
far in 1929**

**following**

**18% gain for same  
issues in 1928**

**27 new advertisers  
to date in 1929**



## THE DAIRY FARMER

**Meredith Publishing Company**

**Des Moines, Iowa**

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that advertising has played in bringing about this prosperous condition.

Therefore, it seems to me, we are defending the greatest asset we have as a nation when we defend any great factor that has been actively instrumental in producing this asset. We have made advertising news. We have had recent experiences of advertising being the dominant news of the day. We have advertised advertising until it is as essential to our publications as a matter of information, as press accounts of local, national and international events. It is impossible to estimate the persons that advertising touches and profitably effects. Why apologize for it?

Here at our institution we have, since the beginning, maintained a department devoted entirely to research and experiment. We are constantly trying to find new uses for rubber products—uses that will add to human comfort and progress and that we can eventually produce and sell at a profit. Sometimes it takes years to perfect these products and devise production methods that will provide them at a cost commensurate with their service. We could not afford to maintain this department if we did not know that we had advertising as a news medium to acquaint the public with the value of its discoveries.

It has always been an advertising defense that the use of advertising produces volume, which in turn makes for lower production cost, resulting in less cost to the consumer. This is true, but advertising does not need this defense. The economic function of advertising is too obvious to need defense. As an increasingly important element in modern merchandising, it contributes greatly as a legitimate member of our commercial family. As a means of daily information it rivals all other news agencies.

Many things that are necessities today were luxuries yesterday. A few years ago, automobiles, iceless refrigerators, electric sweepers and a number of other things that are now more or less com-

monplace equipment were luxuries indulged in by only the wealthy. The American standard of living demanded that these things be brought within reach of the person of average income and advertising was one of the most potent factors that produced this desired condition.

The unbroken circle that encompasses the complete scope of commerce would be a broken and disrupted circle without advertising. In this circle the means and the end are almost identical. At periods of greatest employment we are the most prosperous. In providing greater revenue with wage volume we provide a larger and more constant market for our produce. It is a reciprocal process. Industry pays out huge sums in wages and salaries to the end that its employees provide a market for its products. This market is educated and stimulated by news that is advertising. Without this educational feature, our present standard of living would not, in my opinion, have attained its present highly desirable degree.

#### *A Nation of Readers*

Our standard of living and the efficiency of advertising, in all its various forms, is inseparably associated with our low percentage of illiteracy. We are the greatest newspaper reading nation in the world. We provide the greatest periodical circulation in the world. Our newspapers and our magazines are indispensable to us. They provide our daily intellectual food. Aside from the fact that advertising has provided revenue for the maintenance of these news mediums, we must admit that advertisements have played no small part in educating us to our high plane of existence.

Since 1911 we have been testing tires in road service similar to the service given tires under ordinary motoring conditions. These tests have been made in variations that cover about everything in the use and abuse of tires. We have tried to contrive every service condition that tires are called upon to endure. In addition, we have a number of



laboratory tests and a complete department equipped with machines for tire testing.

Because we have gained a vast amount of practical knowledge in tire construction through our tests in this department, it has never occurred to us that we need to defend it. We feel that it is one of our most important departments and that it has been most profitable to motorists in helping us to manufacture better tires. Yet, the results of all this experiment and research would not be of much benefit to motorists if we did not use advertising to acquaint them with our progress.

### *We Don't Apologize for Our Credit Department*

We have never felt apologetic toward our auditing, credit, or sales departments. They are essential to the proper functioning of all industry. No business can survive if it pursues the practice of indiscriminate credit. One of the most rudimentary departments of commerce is selling. Salesmen are an accepted necessity in commerce, and no one ever dreams of defending a sales organization. Business did not begin to assume its modern proportions until these departments were reduced to a science. As an element in merchandising, it would certainly seem foolish to single out advertising as a department that has to be constantly defended and explained.

And in this connection it is most difficult to tell whether advertising is merchandising or the reverse. In fact, the whole scheme of selling may well be called advertising. Selling by personal contact is word-of-mouth advertising. Today the salesman is provided with documents outlining the policies of his company that are virtually advertising which sell his company and its products to him.

Sales and advertising manuals are, today, valuable handbooks that form the basis of modern merchandising. They are documents that are advertising. They sell merchants and all salesmen, including the retail salesman behind the counter, on modern methods of

marketing goods. Therefore, advertising builds up the sales in this modern age almost to the point of the payment of money for a purchase.

Our best salesmen are the salesmen who are most proficient in dealer advertising application. They co-operate with dealers in producing and executing advertising and merchandising programs that sell goods. Displaying goods in a retail establishment where they are seen at best advantage, whether it be in windows, showcases or on shelves, is advertising these goods. The whole scheme of merchandising, from the producer to the consumer, is so absolutely involved in advertising, that advertising, selling and merchandising are almost synonymous. Modern merchandising certainly does not need defense.

One of the most helpful phases in advertising is that of maintaining high quality in merchandise through the far-flung and constant reiteration of high quality. One of the axioms of advertising is that goods without merit cannot be continually sold by means of advertising. We cannot promise quality and not produce quality, if we desire that our business shall increase. When a manufacturer advertises a product's specifications he is definitely and irrevocably committed to the maintenance of that degree of quality. Failure to maintain that quality, whether by accident or design, eventually brings disaster.

I do not recall, just now, any article of national or international distribution that is merchandised without advertising. Advertising has built for itself such a prominent wing in the industrial and commercial structure that any institution without it looks incomplete. Let an industry that has advertised extensively reduce its advertising or cease to advertise and its volume starts on the down grade. It has been said that the buying public becomes suspicious when a commercial institution that has been prominent in advertising ceases to keep the public informed of the quality of its goods. This may or may not be true, but there



## Why Should You "Be Scared" of Greater New York?

By R. F. R. HUNTSMAN

I met still another National advertiser the other day who was "Scared of Greater New York." It seems as if there are quite a few of them.

"It's too big and too expensive for me to tackle now," said he. "And it's too much of a gamble, if I may use the word," he added.

"My distribution is fairly well set throughout the country at large; my sales are o.k. and my profits are satisfactory; but I cannot test out the New York Market yet. I haven't money enough for this job to do it right—at least I cannot take this big risk now. The competition in that Market might swamp me. I wish I could test it out somehow."

This man did not know the Bronx; he did not know it was a market within itself, with ample dealer outlets, and with one newspaper—the *Bronx Home News*—which covered the entire territory completely on weekdays and Sundays.

When I told him this newspaper employed over a hundred reporters to gather the news of this community for the *Bronx Home News* he was astonished.

He was even more astonished when I made the statement that this newspaper, dur-

ing its 21 years' existence, had never conducted a circulation contest by offering prizes or premiums to subscribers.

"Not one?" said he.

"Not one," I answered.

"The people who buy the *Home News* buy it for the news it prints. They can read the news of the Bronx nowhere else. That's the reason they subscribe for it to be delivered at their homes seven days a week, and pay—every one of them—exactly \$6.24 every year for a newspaper chock full of Bronx news.

"Do you know," I added, "of any other group of over a hundred thousand families in Greater New York who pay that sum every year for one newspaper solely because they want to read the news in that one newspaper?"

He is fixing up his schedule now for a "try out" in the *Bronx Home News*.

He is about to find out that the Bronx is a representative segment of Greater New York, and he is going to find out that one paper, the *Home News* covers it and that *It Sells The Goods*.

*R. F. R. Huntsman, Inc.*

Woolworth Tower, N. Y.  
National Representative  
"The Home News"

is no disputing the fact that more than one business has found that it cannot abandon advertising and survive.

I certainly do not believe that we should defend advertising or apologize for it. I believe that it is as much a part of manufacturing and marketing as any other department in a well-conducted business institution. Industry owes a lot to advertising and it will continue to be in debt to it.

We have made mistakes in advertising. It has its abuses and its weak points. Like many other good things, its value is used for illegitimate purposes. And like many other worthy and helpful institutions, its abuse is insignificant when compared to the total of its legitimate and ethical productiveness.

We know, here at Goodrich, that advertising has been one of the strongest of all influences in building our institution to its present proportions. We have increased our advertising as we increased our volume; advertising being a means and not the end. We have reached the point where we accept the advertising budget with the same matter-of-factness that we accept other budgets and I believe that the time is not far distant when the inferiority complex of advertising defense will have disappeared entirely from industry and commerce.

### Hil F. Best Returns to M. C. Mogensen

Hil F. Best, who recently resigned as manager of the Tucson, Ariz., *Citizen*, has returned to M. C. Mogensen & Company, Inc., publishers' representative, with which he was associated before joining the *Citizen*.

### Zapon Company Appoints Sommer Agency

The Zapon Company, Stamford, Conn., manufacturer of lacquers and artificial leather, has placed its advertising account with the Frederick N. Sommer Advertising Agency, Newark, N. J.

### Victor Appoints Lord & Thomas and Logan

The Victor Talking Machine Company, Camden, N. J., has appointed Lord & Thomas and Logan, New York, to direct its advertising account.

### Kobler Appoints R. B. Tschudy, Jr.

R. B. Tschudy, Jr., has been appointed national advertising manager of the New York *Mirror* and of the Boston *Advertiser*, published by A. J. Kobler. Mr. Tschudy, who was formerly with *The American Weekly*, New York, will divide his time between the two papers with headquarters at both cities.

Donald Williams has been appointed promotion manager of the *Mirror*. He was recently with the advertising staff of the New York *Sun*.

The office of the Boston *Advertiser* will serve as Boston headquarters of the *Mirror* with W. H. Putnam, of the *Advertiser*, representing the *Mirror* in that city.

### C. W. Collier to Join San Francisco Printer

Charles W. Collier, for six years field secretary and convention manager of the International Direct Mail Advertising Association, Detroit, and also organizer and manager of the Better Merchandising Association at Detroit, has joined the Recorder Printing & Publishing Company, San Francisco, in a contact capacity. He will be located at San Francisco on and after April 15.

At one time Mr. Collier was executive secretary of the Advertising Club of St. Louis.

### E. B. Moran to Direct Bradstreet's Sales

E. B. Moran has been appointed executive sales manager of The Bradstreet Company, New York, credit agency. He will have charge of sales, sales promotion and development throughout the United States and Canada. Before joining Bradstreet's, he was manager at Chicago of the Central division of the National Association of Credit Men.

### Changes on Strathmore Staff

C. F. Norton, who has been advertising manager of the Strathmore Paper Company, Mittineague, Mass., has been appointed assistant sales manager.

He is succeeded as advertising manager by H. E. Riggs who has been general manager of the Linweave Association.

### Tracy-Parry Company Elects Officers

Fred C. Selby has been elected vice-president in charge of plans and copy of the Tracy-Parry Company, Philadelphia, advertising agency. Duncan F. Macpherson has been made secretary.

### Sears, Roebuck Appoints B. B. D. & O.

Sears, Roebuck & Company have appointed Batten, Barton, Durstine & Osborn Corporation, Chicago, as advertising counsel.

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## The Secret Is Out

From time to time we are asked, "What is the secret of your success with direct advertising?" Our answer is, "We put salesmanship on paper."

We place ourselves in the position of the client. We assume that we are salesmen for him. Actually *being* salesmen trained along various lines, we see the proposition from the salesman's viewpoint, and, through the salesman's eyes, we see the customer's or prospect's viewpoint.

Then, with all the inborn selling instinct at our command, we plan, construct and complete each piece in the campaign, injecting into every line the enthusiasm, zest and zeal of the real, live, flesh-and-blood salesman. We simulate his approach, his canvass and his closing as nearly as that is possible on paper.

No magic ideas, words or phrases — just plain, straightforward printed salesmanship. So now

THE SECRET IS OUT

*Isaac Goldmann Company*

FOUNDED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST  
NEW YORK, N.Y.

TELEPHONE  
WORTH 6080

**Demanded  
by millions  
of smokers**



**Old Gold Cigarettes Now  
Street Cars of Every in t**

What is the first thing the average man does when he gets off a Street Car? What ki

**He L . . . . . a C . . . . .**

What does he do if he smoked his last cigarette before getting on the car? Street Ca  
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O . . G  
And why

**He B . . . . a P . . . . .**

**STREET RAILWAYS RTIS**

Mar. 14, 1929

PRINTERS' INK



## How Advertised in the ry in the United States

gets What kind is he most likely to buy if he rides on the  
Street Cars regularly—especially if he has been troubled  
with a cigarette cough?

O . . . G . . .

And why?

"N . . . a C . . . . . I . . . a C . . . . ."

S RTISING COMPANY

**W**HAT IS GOOD FOR BOTH  
BUYER AND SELLER IS GOOD INDEED.

When window display advertising was in its infancy, it was proper to call in a number of producers and ask for ideas. Competition for space was not keen and almost any colorful display was acceptable to the retail trade.

Now that window space is more zealously regarded by the dealer and competition among the manufacturers keener, real knowledge of trade conditions and the sales potentialities of an idea calls for study, research and expert knowledge.

This type of service can not be rendered without the full cooperation which follows when a buyer places his business with one producer who in turn does not take business from a competing manufacturer.

We have spent our time in research and study of sales results rather than in selling. This attitude has brought us many accounts which we serve exclusively.

**CARL PERCY**  
INCORPORATED  
450 FOURTH AVENUE  
NEW YORK CITY





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# How We Get Distributors to Send Their Salesmen to Our Plant

And What We Do with the Salesmen After We Get Them There

By Howard C. Menagh

Advertising Manager, McDougall-Butler Co., Inc.

**D**ISTRIBUTORS who have built successful businesses are men of ability and keen judgment—they know the value of their salesmen's time and they figure it in dollars and cents. If they are to invest their salesmen's time in a sales meeting it must be for something more than a few pep talks and a theater party; it must be for some good purpose. The only way we know how to prevail upon distributors to let us take their salesmen for a day or two, is to convince them that the benefits to be derived will more than pay for the time invested.

Before we try to arrange a meeting of a group of distributors' salesmen, we determine exactly what is to be accomplished. Then we decide how to accomplish it. With these details firmly in mind we can approach the distributors, prepared to answer the question "Why should I?"

Incidentally, we don't send a salesman to extend the invitation to the distributors. The invitations are extended by the president of the company or by the vice-president in charge of sales. They carry the conviction that the entire organization is vitally interested and ready to make every minute of the time count. Furthermore, these invitations carry the conviction that the meeting will be a serious business proposition.

Meetings of distributors' salesmen are not playthings—they are not to be taken lightly and the executive who looks upon them in this light might better not hold

them. He belongs in the category with the fellows in charge of exhibits at conventions who spend their time mixing with a few personal friends and then complain bitterly that conventions are a farce anyway, as far as business is concerned.

*It is not an easy matter to induce distributors to send their salesmen to the factory for sales training—but, from the manufacturer's point of view it is highly desirable. Here is a company which, for the last ten years, has been holding meetings in its plant of distributors' salesmen. How it induces distributors to permit their men to come, and what it does with these men when they arrive is told in this story.*

In our experience we have found that meetings of distributors' salesmen must be taken seriously. We put time in the plans and preparations and try to give the men something worth while to carry away with them. It is surprising how they react to the spirit of the meeting. The old timers are

quick to sense the serious note and respond to it and when they can be led to express their views and relate their experiences, many valuable ideas are brought to light.

Our plans always provide for entertainment, too—it is not necessary to make the meetings drab affairs in order to maintain a serious note in the business sessions. The days are devoted to business and the evenings to entertainment. Monotony during the business sessions is avoided by varying the programs and by interspersing the discussions with demonstrations, etc.

When McDougall-Butler Co., Inc., was reorganized ten years ago, many changes were made in its men, methods and equipment. The business was to be developed on a much broader scale and if the aims of the new officers were to be realized, the co-operation of each distributing organization was needed.

This might have been accom-

plished with various forms of advertising such as direct-mail campaigns consisting of letters and broadsides, but in order to get the ideas across immediately and most effectively, it was decided to hold a series of meetings at the plant at which groups of distributors' salesmen could be reached first hand.

Letters and folders were used to supplement the meetings, but much was accomplished through the meetings that could not have been done otherwise—in so short a time, at least.

#### *President Arranged Meetings*

All of the meetings were arranged by the president of our company and explained in personal calls on the distributors. In cases where the distributors handled paints and varnishes exclusively, it was a comparatively simple matter to convince them that the meetings would enable their men greatly to increase their sales volume, while in the case of distributors who handled hardware, a real selling job had to be done. One or two dissented because paints and varnishes constituted only a small part of their line. In these cases, sales meetings were held at hotels in the distributors' home cities.

What we do with distributors' salesmen after we get them to the plant can best be explained by describing the meetings held shortly after our reorganization ten years ago. Our purpose at that time was to get acquainted with the salesmen of our various distributors and to give them facts, figures and information which would better equip them to sell our products. These men were strangers to the new organization and if they were to convince others of the merit of the new company's line, they, themselves, must first be convinced.

Certain questions were naturally running through the minds of these men: "What kind of fellows are these new McDougall-Butler executives? What kind of a set-up does the new organization have? What grade of paints and varnish are they manufacturing? What advertising and sales co-operation are they equipped to render?" All

of these questions had to be answered to the satisfaction of the distributors' salesmen—furthermore, they must be imbued with a spirit of enthusiasm which would make them want to sell our products and which would give them confidence that they could sell them.

With the purpose of the meetings firmly in mind, all department heads met to develop plans to make our meetings effective. How were we to make a good impression on our distributors' salesmen? First of all, we must make them feel they were expected, wanted, and that they were conferring a favor on us by giving up their time to come to Buffalo. They were met at the train and taken to the hotel where their rooms had been engaged and were ready to occupy. Cars were waiting to take them to the plant. Their needs were anticipated so that they couldn't help but feel that we were really interested in their visit.

How were the men, methods and equipment at the plant to be sold to these distributors' salesmen? Well, the factory manager took them in charge as soon as they reached the plant and had been received by the officers of the company, and he conducted them on a tour of inspection. In each department the foreman was introduced and explained the operations and equipment in his department. The foremen also pointed out the high quality of the raw material used and described the care of handling and they answered any questions asked by the men. The trip through the plant always proved instructive and at the same time it sold the distributors' salesmen on our ability to produce high quality products.

What sort of business sessions would best bring out the policies of the company, our sales methods and objectives and our advertising plans? We held round table meetings in a very informal way. The groups generally comprised twenty or thirty men and they were seated around a long table from one end of which the sales manager led the discussion. Speeches were taboo—each man had a copy of our cata-



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## Why the Woodchuck was So-named

Sportsmen often ask why the name "woodchuck" was bestowed upon this familiar inhabitant of our open fields and meadows. W. Dustin White, writing in the March issue of **FOREST AND STREAM**, says:

"When the first settlers came to New England they saw this little animal, fat and waddling, and were reminded of the pigs of their farmyards back in England, and since they had called their pigs 'chucks' or 'chuckies' it was quite natural that they should name this somewhat similar creature of the forests 'woodchuck.' So the name woodchuck means wood-pig or wood-hog, and this has been changed to ground-hog since the animal left his native woods and took up his abode in the open fields."

Because **FOREST AND STREAM** is the leader in the great conservation movement which is now sweeping this country, more than one hundred thousand outdoorsmen read every issue.

**FOREST AND STREAM**  
80 LAFAYETTE ST. NEW YORK CITY

*Wm. Clayton*

Publisher

W. J. DELANEY, Advertising Director

In the West: F. E. M. Cole, Inc., 25 N. Dearborn St., Chicago  
On the Coast: Hallett Cole, 1459 N. Catalina Ave., Pasadena



log and a notebook before him, and as the sales manager discussed each important product, the men were encouraged to join in the discussion.

By this method we hoped to hold the interest of the men and bring out points which they would find practical and usable. Every effort was made to avoid a series of pep talks which might be impressive, but which would be less likely to be of real help to the men. The plan proved to be a good one as a great many of the men took an active part in the discussions. Several made the statement afterward that it was the first time they had ever attended a sales meeting where they had not faced a platform full of orators. Many who had never stood on their feet and expressed their views before an audience, became so interested in the discussions they couldn't refrain from putting in a word here and there. To get up and talk before the crowd would have been impossible, but it was easy for them to sit there and say what they thought without feeling conspicuous. Points were brought out that never would have come to light had the men been obliged to stand up and make a speech.

#### *Questions Lead to Explanations*

The importance of drawing out the men's own views was emphasized by some of the questions asked. A few of the newer men asked questions which showed that they had failed to grasp some of the points under discussion. Their questions made it possible to correct their impressions and clear up misunderstandings. If they had refrained from asking questions through fear of facing an audience, we should have had no opportunity to set them straight and they would have carried their erroneous ideas back with them. Some of the men stated their views or related incidents in their experience without asking questions. The importance of this should not be under-estimated for when a man states what he thinks or repeats what he hears, the thoughts become firmly embedded in his mind.

He can remember the things he says far more easily than the things he hears.

In conducting the advertising session, we tried to accomplish two things: First, to familiarize the men with our advertising material and second, to impress upon them how they could use the material to open and develop accounts. To accomplish the first purpose we displayed the advertising material in such a way that they could actually visualize it in use. We built a store front including a display window and set up in it a complete set of our material. As the various features were discussed, the men could see how they would actually look—they did not have to draw on their imaginations.

In discussing the methods of using advertising material, the same round-table plan was employed which worked so well in the sales sessions and questions regarding advertising were forthcoming just as had been the questions about sales problems. The principal thing we wanted the men to use was an advertising portfolio containing selling points and illustrations and in order to get them to use it, we had to show them how to apply it in their sales work. We had to convince them that by using the illustrations in the portfolio as a guide to their sales talks, they could actually reduce their selling time.

We recalled to their minds that seldom can they present their sales talk to a retail dealer without interruption—the telephone rings or a customer comes in, or a clerk asks a question. With no guide to the sales talk, the salesman himself is sometimes at a loss to remember where he left off and the prospect entirely loses the train of thought, while with a portfolio to follow the salesman can resume his talk right from the place where he left off.

We also pointed out that the prospect is probably the proprietor, the clerk, the bookkeeper, the shipping clerk, and everything else. It is natural for his mind to stray to that order that must be delivered this afternoon or that note which is due on Wednesday or to any

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← TYPOGRAPHY THAT

SETS UP AN IDEAL →

# • • *The Economy Of Typography Bought From Our Members*

**B**EFORE the Advertising Typographers of America came into being to advance the welfare of the craft and elevate the ethics of its practices, advertising typography used to cost any sum, dependent upon the elasticity of conscience of the individual typographer. The members of our association have changed this. Their honor is pledged to render true and unpadded bills in accordance with actual time consumed. Assure to yourself both the highest skill and the fairest charge. Buy typography only from members of the Advertising Typographers of America whose names are listed below.

## ← *Members Advertising Typographers of America* →

### *Boston*

THE WOOD CLARKE PRESS  
THE BERKELEY PRESS

### *Chicago*

ARKIN ADVERTISERS SERVICE  
BERTSCH & COOPER  
J. M. BUNDSCHO, INC.  
HAYES-LOCHNER  
HAROLD A. HOLMES, INC.

### *Detroit*

GEORGE WILLENS & CO.

### *Indianapolis*

THE TYPOGRAPHIC SERVICE  
CO.

### *Los Angeles*

TYPOGRAPHIC SERVICE CO.

### *New York City.*

AD SERVICE CO.  
ADVERTISING AGENCIES'  
SERVICE CO.  
ADVERTISING-CRAFTSMEN,  
INC. (A-C)  
ADVERTISING TYPOGRA-  
PHERS, INC.  
THE ADVERTYPE CO., INC.  
E. M. DIAMANT TYPOGRA-  
PHIC SERVICE  
FROST BROTHERS  
DAVID GILDEA & CO., INC.  
HELLER-EDWARDS TYPOG-  
RAPHY, INC.  
MONTAGUE LEE CO., INC.  
FREDERIC NELSON PHILLIPS,  
INC.

ROYAL TYPOGRAPHERS, INC.  
SUPERIOR TYPOGRAPHY, INC.  
SUPREME AD SERVICE  
TRI-ARTS PRINTING CORP.  
TYPOGRAPHIC SERVICE CO.  
OF N. Y., INC.  
KURT H. VOLK, INC.  
WOODROW PRESS, INC.

### *Philadelphia*

S. WILLENS & CO.  
PROGRESSIVE COMPOSITION  
CO.

### *Pittsburgh*

EDWIN H. STUART, INC.

### *St. Louis*

WARWICK TYPOGRAPHERS,  
INC.  
*Toronto*  
SWAN SERVICE

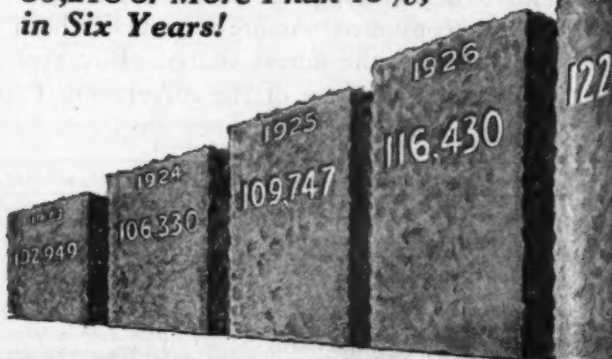
← NATIONAL HEADQUARTERS: 461 EIGHTH AVENUE, NEW YORK, N. Y. →

# GAINS of C

**T**HE February daily average circulation of The St. Louis Star has advanced from 102,949 in 1923, to 153,167 in 1929—a gain of 50,218, or more than 48% in six years. Each February, and each year, has shown a gain on top of the gain recorded previously. The advance has been steady—the gains solid.

Hundreds of merchants and manufacturers have noted carefully this circulation growth of The Star. That is why, in 1928, The Star gained 1,464,468 lines in advertising—the greatest advertising gain of any six-day metropolitan newspaper in the United States. And that is why, immediately following such a remarkable record, The Star's advertising gain in the first two months of 1929 is 253,164 lines.

***A Gain in February Circulation of 50,218 or More Than 48%, in Six Years!***



# THE ST. L.



# of GAINS

The St. Louis Star, in February, 1929, compared with February, 1928, gained 123,129 **LINES IN ADVERTISING**—more than **TWICE** the **COMBINED** increases of the other two daily newspapers that showed a gain.



# ST. LOUIS STAR



**Presenting**  
**Miss Lois P. Dowdle**

[ HOME DEPARTMENT EDITOR ]

*One of Southern Ruralist's Twelve Editors*

**QUALIFICATIONS**

MISS DOWDLE, formerly with the Home Economics Department of the Georgia State College of Agriculture, Athens, Ga., for twelve years as State Girls' Club Agent, widely experienced in home economics; a versatile writer. For two years she was contributing editor of the Home Department, and is now devoting her entire time to editorial and field work for Southern Ruralist.

Home editorials by Miss Dowdle appeal strongly to leading farm women of the South! They ex-

plain improved methods, preparation of foods, use of devices that save labor, house furnishings and other subjects that make a house a comfortable, enjoyable and livable home. Her articles are practical from every angle. She understands the problems of farm women, and writes with an authority that convinces and aids all. Such a wonderfully helpful editorial service on the subject of home, reaches deep into the lives of all women and thereby welds a closer reader interest that makes Southern Ruralist a media that "tells and sells" most profitably.

**SOUTHERN RURALIST**

ATLANTA, GEORGIA

**NOW OVER 475,000 CIRCULATION**

Special Representatives: E. Katz Special Advertising Agency—New York, Detroit, Kansas City, Chicago, Atlanta, San Francisco



1411 Syndicate Trust Bldg., St. Louis

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one of a hundred other things. With the aid of the portfolio, his attention can be concentrated on the thoughts we are trying to convey. The illustrations not only focus attention but visualize and emphasize the points we cover.

The distributors' salesmen could grasp examples such as these and they carried away with them a definite idea of how the advertising portfolio and other material should be used in their selling work.

To sum up; we always decide first what is to be accomplished at our meetings of distributors' salesmen, we lay our plans carefully and thoroughly to accomplish these purposes, we treat the meetings as serious business. We make the business sessions as informal as possible and attempt to draw out the men. We talk their language and translate things into terms they understand and finally we try to give them something tangible and practical which they can take back with them and use.

This plan of conducting meetings of distributors' salesmen is not just a flash in the pan arrangement which we think might work or which worked once—we have used it consistently over the last ten years and the results have been uniformly good. It has not only spurred the men on to greater effort, but has helped them to produce more business from the same effort. It is generally an easy matter to sell the idea of a meeting arranged on this basis, to a distributor.

### Southern Newspaper Publishers to Meet at Asheville

At a meeting of the board of the Southern Newspaper Publishers' Association, held recently at Nashville, Tenn., it was decided to hold the twenty-seventh annual convention of the association at Grove Park Inn, Asheville, N. C., on July 4, 5 and 6.

### J. B. Walker, Sales Manager, Motor Transit Company

John B. Walker, formerly an account executive with the Potts-Turnbull Company, Inc., Chicago advertising agency, has been made sales manager of the Motor Transit Management Company, Chicago, operator of the Greyhound Lines, a national motor bus system.

### Southeastern Associates, Inc., New Furniture Store Chain

Twenty-two furniture stores, in cities from Baltimore to New Orleans, have organized Southeastern Associates, Inc., a co-operative chain. The ultimate plan is to increase the number of members to thirty-five, one store in each city. The purpose of the new organization is to give to the individual members the advantages of chain-store operation at the same time retaining the advantages of personal ownership management.

Headquarters of the new chain will be maintained at Charlotte, N. C., with Hugh Murrill, Jr., as director.

### New Business Takes Over Stalker-Ewell Agency

Manufacturers' Advertising, Inc., a new advertising business formed at Toledo, Ohio, has purchased the Stalker-Ewell Company, advertising agency of that city.

The incorporators are R. G. Ewell, Frederick S. Young, and Stanley J. Hiett. The Stalker-Ewell branch office at Fort Wayne, Ind., will be continued as a branch office of the new organization which plans to open an office at Chicago.

### J. W. Myers with Devlin & Bennett

J. W. Myers, formerly with the Illinois Bankers Association and the Continental & Commercial Bank, Chicago, has become associated with Devlin & Bennett, Inc., financial advertising counsel, also of Chicago.

A. B. Creal, formerly with the Columbia Phonograph Company, Inc., New York, has joined the field executive staff of Devlin & Bennett.

### R. W. Fulton Joins Gumbinner Agency

Ralph W. Fulton, for the last two years manager of the New York office of The Aitkin-Kynett Company, Philadelphia advertising agency, has joined the Lawrence C. Gumbinner Advertising Agency, New York, as an account executive. He was at one time with *Cosmopolitan*, New York.

### William Ellyson Returns to Richmond "News Leader"

William Ellyson, recently business manager of *Richmond*, published by the Richmond Chamber of Commerce, will join the Richmond *News Leader* on March 15 as advertising manager. He was formerly with the *News Leader*.

### Joins Beaverbrooke Printing Company

David W. Summerfield, formerly with the National City Bank, at Panama, has joined the sales staff of the Beaverbrooke Printing Company, Inc., New York. He has been with Steinfeld, Inc., also of New York, in charge of exports.

# Placating Dealers When You Can't Fill Their Orders

Laying the Cards on the Table and Appealing to the Dealer's Sense of Fairness Appears to Be the Best Way

By Charles G. Muller

**DEALERS** last spring received the following letter from the Bowker Chemical Company:

Three months ago we got arrested! Arrested from making the usual spring shipment of Pyrox and many of our other insecticides. All due to the fire which destroyed our factory at Baltimore.

But now we're free! At last, with the exception of Pyrox which we cannot supply for the rest of the season, we are at liberty to ship promptly your orders for other insecticides.

If you are sold out of Pyrox and cannot get it from a jobber or a friendly dealer—sell the next best thing. A combination of Bowker's Arsenate of Lead or Bowker's Bordeaux.

Now's the time to make a good display of your insecticides. Let your customers know you sell bug poisons. You can't get arrested for that.

At about the same time this notice went to the trade from Valentine & Company:

In fairness to all our dealers we must list the thousands of orders coming in for 4 Hour Valspar clear and in colors, strictly in the order of their receipt.

Distribution of the new products will soon begin in good volume and in a short time we shall be at maximum production.

We confess to an error of judgment, however. We did not expect the avalanche of orders that is pouring in on us. It is clear that it will be utterly impossible for us to keep up with the demand for some time to come.

This means that thousands of dealers who delay in sending in their orders will have to wait for their Valspar, in spite of our very best efforts.

Please order now.

If you will do this, it will help us to serve you at the earliest possible moment.

Here are two graphic instances in which unforeseen circumstances forced the manufacturer to try to placate his dealers during a shortage of supplies. In these days when few companies are independent of other producers, when the manufacture of any product is contingent upon outside sources of raw material supplies, and when these

diversified sources are subject to fires, strikes, shortages and so on, no manufacturer can be sure that he will not find himself in a similar position. If he does find himself short, how will he go about keeping his dealers satisfied until he can rebuild his stocks?

Probably the best way to answer the question is to set down the practical methods used by some prominent manufacturers to keep dealers satisfied during periods of shortage that were due to many different causes.

The AutoStrop Safety Razor Company in the last year had very unusual experiences in placating its trade following the introduction of the "Million Dollar Razor." The original plan was to put 1,000,000 of these new razors on the market. But circumstances caused the concern to change this to 3,000,000, with the result that production had to be stepped up from 14,000 to 40,000 a day on a twenty-four-hour working schedule. Even then piece-meal shipments had to be made, as few as 1,000 razors being sent out on a 15,000 order.

"We had advertised to our trade in early April," says J. J. Fleming, assistant sales manager, "that the new razor would be introduced to the public in advertising slated for the middle of May. We expected, we announced, to distribute over a period of three months 1,000,000 razors on a special deal which included strop and blades.

"However, by the time the consumer campaign broke, we found that with 1,000,000 razors out, we had orders in hand for as many more. To stop manufacturing at this point would have meant disappointing jobbers, dealers and prospective customers. Too, the more razors we had in use the more blades would be sold in the long

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## 163,086 Subscriber Inquiries during 1928— illustrate an amazing responsiveness.

**A**S evidence that the 100,000 leaders in business, finance, politics and professional life who read *The Magazine of Wall Street* every two weeks *actually read it themselves* and value its opinions, consider the fact that in 1928 alone, the Magazine's Editorial Department answered no less than 163,086 individual inquiries from subscribers on investment and business problems. This is, we believe, an indication of reader confidence which has few, if any, parallels in the publishing field!

Equally significant is the proof of buying power which these inquiries establish. The market value of the securities on which *The Magazine of Wall Street's* opinion was sought in *one single month* (December) amounted to about \$25,000,000! The monthly average was better than \$20,000,000 during the year.

Where else in the quality field today can you find a publication offering this combination of proven reader interest and known individual buying power at a page rate so low as \$650 for a circulation in the 100,000 class?

Advertisers of quality products, of luxuries that only the well-to-do can afford, of equipment which only the big executive can order, might well give this one medium of *known influence* on 100,000 key prospects a place well toward the top of their media lists! Why not call in a Magazine of Wall Street representative and let him give you a thorough analysis of *The Magazine of Wall Street* from the standpoint of a *product-selling* and *influence creating* medium? With the universal interest which business men are showing in the securities market and the news which pertains to it, *The Magazine of Wall Street* represents a unique advertising opportunity.

C. G. WYCKOFF, Publisher

## *The* **MAGAZINE & WALL STREET**

42 Broadway, New York

(Member of Audit Bureau Circulations)

GEORGE A. HAMMER, Advertising Director  
THOS. F. BLISSERT, Manager Financial Division

"The Voice  
of Authority in  
the Industry that  
is Fundamental  
to ALL Industry"

run. So we decided to try to fill orders that continued to come in.

"Though we speeded production from 14,000 a day to 40,000, we could not catch up, and something had to be done to keep our trade satisfied. The telegrams and letters which flooded us daily asking for shipments we tried to answer individually, eventually getting out a form letter in friendly vein at the head of which could be filled in the name of the individual. But this was not enough.

"We then prepared a special letter to go to our 15,000 jobbers with the exact story of why we could not supply the desired quantities of merchandise. In this letter we appealed to the jobber's sense of fairness, to his friendliness, to his vanity and to his sense of humor.

"We're in a hole," we wrote. 'There are orders to the left of us, to the right of us, and in front and in back. It's all your fault for burying us under them. What would you do in the same situation?' The letter continued in this tone, outlining the situation and explaining that we were working night and day to produce razors and to apportion them fairly to all our customers.

"The reaction was completely favorable. Some jobbers doubled their orders to insure a larger percentage of shipments—only one giving us a later cancellation—and all of them passing the word along to their dealers that we were doing our best to keep a steady though small stream of merchandise headed their way.

"Our advertising, both to the trade and to the consumer, was not altered from its original form, and when the period originally set for the deal was ended we found ourselves with friendly jobbers, friendly dealers, and 3,000,000 razors in the hands of users instead of 1,000,000. A trade questionnaire sent out later by a disinterested investigator further proved the success of our methods of placation, for the trade voted ours to be the outstanding sales plan of its type during the year."

The Callaway Mills, which a year and a half ago incorporated

five new companies to make various cotton products backed by advertising, has recently faced this placation problem.

"Nearly all of our trouble is due," says C. W. Coleman, of that company, "to the tremendously rapid growth of our merchandising companies, with the result that some of them become oversold upon occasion and deliveries become slower than we would like. Even then every effort is made in special cases promptly to give the customer the merchandise he needs. Ordinarily where, due to orders backing up, shipments slow down a bit, we simply tell the customer the exact truth, giving him a date on which he may expect shipment.

#### *How "At Once" Orders Are Handled*

"On some occasions orders reach us asking for 'at once express shipment' to meet the requirements of a sale. In nearly every case of this sort the delay occurs through the order having been sent out from the retailer at an extremely late date. Naturally we do not tell the customer this particular thing in handling, but we do invariably wire him giving exact information as to when the merchandise will be shipped, how, and when he may expect it. In cases where arrival of the merchandise in time for the particular purpose for which it is intended is doubtful, we request the customer to wire us collect on receipt of our telegram his approval of our shipping the way we have outlined to him.

"We find that, through dealing with delays promptly and frankly, customers as a whole are glad to co-operate with us, and we have remarkably few instances on record of customer irritation arising from shipping delays."

"Like other manufacturers," says March Bennett, treasurer of Samuel Cabot, Inc., "we have occasionally been in a position where it has been impossible to make prompt delivery of goods to all customers, and our rule has been to make allotments sufficient to keep each customer running. We

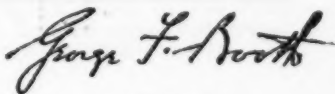
*Worcester, Massachusetts*

# 107,303

The average net paid circulation of the TELEGRAM-GAZETTE for the month of February, 1929, was 107,303 copies. This is an increase of 7,205 copies over February of last year. The net paid average circulation of the Sunday Telegram for the month of February was 55,125 copies. This is an increase of 1,766 copies over February of last year.

Morning, Evening, Sunday the circulation of the WORCESTER TELEGRAM, of THE EVENING GAZETTE, the SUNDAY TELEGRAM is steadily, persistently, and consistently increasing.

Outside of Metropolitan Boston and one newspaper in Providence, no other newspaper in all of New England even approaches these figures.



Publisher

## THE TELEGRAM-GAZETTE

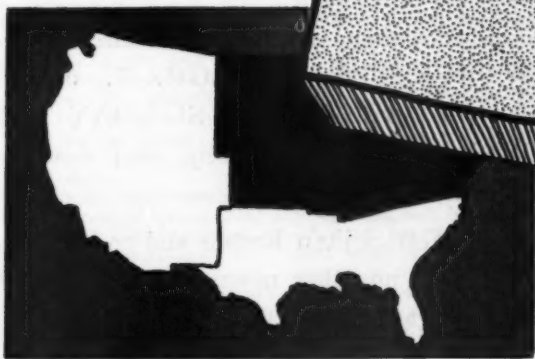
*Worcester, Massachusetts*

Paul Block, Inc., National Representative

New York   Boston   Chicago   Detroit   Philadelphia   San Francisco



# That Middle 20



**FARM LIFE**  
**SPENCER, IND.**  
*T. W. LeQuatte,*  
*Publisher*  
 New York Office:  
 50 East 42nd St.  
 Chicago Office:  
 35 E. Wacker Drive

# Farm

MORE THAN 1,000,000 CIRCULATION, OBTAINABLE

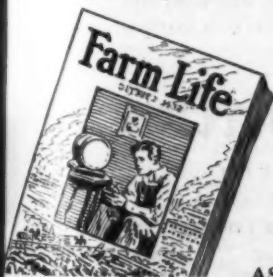
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APPROXIMATELY 800,000 copies of Farm Life each month circulate through those twenty states forming the national distribution district that extends from New York to the Dakotas and from Minnesota to Missouri. Prosperous grain and livestock farms distinguish the Middle Twenty. For the advertiser whose present distribution is concentrated in this district, or who wishes to bolster up a poor distribution in the most economical manner, this unit of Farm Life's circulation is obtainable separate. The rate is only \$4.50 per line.



# Life

AS A WHOLE OR IN SECTIONS

# To sell here....



## Advertise here!

From the Pacific east to Idaho and from midway in Washington south through Oregon, there is a rich territory that can be best reached through the columns of *The Oregonian*.

Here is a country that is entering an era of vigorous and enlarged industrial activity. Here is an empire in the making, with a busy, thriving population of over a million people.

*The Oregonian* plays an ever important role in this market. In its pages and policies, and in its circulation (the largest of any Northwest newspaper)—are reflected the reader confidence of 78 years of faithful service to the Northwest.

Now, more than ever, *The Oregonian* unlocks the Northwest to advertisers who want and merit their share of business in this rich market.

## The Oregonian

PORTLAND, OREGON

Circulation: over 107,000 daily; over 165,000 Sunday

Nationally Represented by VERREE & CONKLIN, INC.

NEW YORK  
185 Madison Ave.

CHICAGO  
333 N. Michigan Ave.

DETROIT  
321 Lafayette Blvd.

SAN FRANCISCO  
Monadnock Building

have refrained from shipping large quantities to any one customer until the period of shortage has passed.

"This has always proved to be satisfactory. While some irritation has resulted and some customers have been quite insistent upon getting their full quantities—fearing that later they might run short—upon convincing them that they were being treated properly and would be kept supplied to the extent of our ability, we have placated them.

"Such periods occurred during the war and in the years immediately following. We also had the experience of seeing our factory practically wiped out in the great Chelsea fire in 1908, in which situation—while we doubtless lost some business from inability to ship orders immediately—we were able to supply almost everybody up to their estimated requirements by the method I have described."

In the field of woollens, I. A. Wyner, president of I. A. Wyner & Co., finds that the personal contact bulks most important in the problem of placating customers in times of shortage. "Frequently certain goods become obsolescent or factors which cannot be foreseen crop up to cut production of a line of materials," he says. "When this occurs, we immediately seek to explain the circumstances in a personal interview with the customer. Sometimes a letter goes out, and sometimes one of our salesmen handles the case. But mostly an executive of the company goes to the customer and explains the shortage face to face with him.

"No excuse is given. The actual reason why particular goods cannot be supplied is laid before the customer and we urge him to take other materials which we believe will fill the bill. Whether we succeed in placating him hangs, in my experience, entirely on a clear, honest, personal explanation of the circumstances."

The Bassick Company in moving two factories this last year from separated States to the main plant in Bridgeport, Conn., outlined its moving so that stocks

would be adequately built up and sustained during the change.

"However," explains R. D. Mount, "sales of our casters increased considerably above the estimate we had figured. We had prepared for more business, but we had not anticipated the 50 per cent increase in orders that actually came to us, and though in setting up our new factory we ran ahead of the previous year's schedule, we found ourselves behind in deliveries.

"To placate our trade, we have done many things. We have sent prepaid express shipments. In some instances we have sent materials by personal messenger to customers as far away as Indiana, the aim being to guarantee delivery and to show our good intent under adverse circumstances. In every case we have filled orders as received and prorated them with, naturally, preference to oldest customers in the matter of partial shipments. In individual cases we have sent explanatory letters, and in each instance where partial shipment has been made, we have explained the situation fully. Sometimes we have been able to get the customer to accept an article similar to the one ordered.

"Most of the reaction to this method of handling has been favorable. Our customers have cooperated and have shown an entire willingness to play ball. Where there have been a few complaints, we have offered dated delivery.

#### *Some Customers Are Sent to Competitors*

"In some few instances we have suggested that the customer go to a competitor, telling what merchandise to buy as a substitute. In suggesting this, we have felt that if we do lose a customer as a result of our not having been able to supply his needs, we have lost him with good grace and with a fine chance of regaining his business in the future."

In the experiences of The Moto-Meter Company, George Feher, assistant to the vice-president, very clearly summarizes this problem of placating dealers over a

period of shortage. He says:

"Our task has always been with the wholesalers. These are continually being contacted with through our own direct selling organization, and in instances where we found ourselves unable to supply the demands of our wholesalers on any product within a reasonable length of time, we made it a practice fully to acquaint our men with the conditions so that they in turn would be in a position to make the facts known as the individual case came up.

"I have always believed that where there is a clear understanding of the true causes creating these conditions, the customer is more readily appeased and is more apt to bear with the manufacturer than he would were a lot of 'lame duck' excuses and promises given that could not be lived up to.

"It seems that the commodity involved would have considerable bearing on how a condition of this kind should be handled. By way of illustration: If it is a highly competitive product where the dealer might choose from several similar products equally as good, a general plan of placating dealers might have a tendency to create a condition in the dealer's mind that would cause him to switch to one of the competitive products, feeling that he could not risk the chance of losing his trade if the shortage of any commodity were so serious as to necessitate general placating. It is obvious, though, that all available stocks in dealers' hands would not be exhausted at the one time.

"Getting back again to the plan which we have followed, we would, as production again started coming through, attempt to satisfy the most urgent cases first. In other words, if two of our wholesalers had orders on file and we knew that one was completely out and had been for some time, while the other's stock was merely running low, we would try to get at least a partial shipment to the fellow who was completely out, so that there would be some of our product available in his particular community.

"About two years ago we were running considerably behind in production, not from any particular difficulty from the production end but rather from an unprecedented demand for our product. At that time we did make it known that there was a general shortage, but the danger we found was that under these conditions it was a case of one wholesaler trying to beat the other to it by having stock, and the result was that many wholesalers were placing orders far in excess of actual requirements. In other words, they were following out that practice which is commonly called 'pyramiding' orders.

"The result was that as demand again resumed a more stable plane, many wholesalers who practiced this policy found themselves with overstocks, which not only cut down their turnover but at the same time affected us from the viewpoint of keeping our production on a given level over a period.

"Summing up, it seems to me that there are many factors involved, each having its particular relation to the particular commodity and having material bearing on the manner in which a condition of this kind could best be handled.

"But regardless of what the conditions might be, I rather believe that any plan predicated on the true facts would carry further and have a greater tendency to retain the good-will of the dealer than one in which evading or pussy-footing was employed."

### Appoints Frank Kiernan Agency

Frank Kiernan & Company, New York advertising agency, has been appointed to direct the advertising account of the new Sterling National Bank & Trust Company, which will soon begin operations at New York.

### Appoints Fox & Mackenzie

International Foods, Inc., Philadelphia, has appointed Fox & Mackenzie, Philadelphia advertising agency, of that city, to direct its advertising account.

### Joins Lay Agency

Butler Sheldon, Jr., has joined The Lay Company, Inc., New York advertising agency, as an account executive.

**2<sup>nd</sup>**

**NEW YORK'S SECOND LARGEST EVENING NEWSPAPER**

**\*355,000 present average daily  
circulation**

directly representing *all of the growth* in  
New York evening circulation in the  
last ten years

**\*as well as all of the growth of family  
population over the same period**

in the New York market—where eve-  
ning newspaper circulation remains con-  
sistent with family population

which, incidentally, is a fundamental of  
efficient investment in advertising

write or phone to W. E. Robinson,  
Director of Advertising

**New York**  
**Evening Graphic**

350 Hudson Street      Telephone, Canal 1000

\* [ Greater than the combined family  
populations of Buffalo, Rochester,  
Syracuse, Albany, Yonkers, Utica,  
Troy and Binghamton. ]

# How One Wholesaler Gives and Gets Dealer Support

Good-Will Value of Its Merchants' Service Department Is Immeasurable  
—Tangible Evidence, Moreover, That Retailers Respond with Orders  
to Assistance That Is Given Even Though Not Requested

By Sidney Carter

Advertising Manager, Rice-Stix, St. Louis

**S**HOULD wholesalers undertake an extensive advertising and merchandising service for the benefit of their customers?

The logical thought is that it might be a good thing if it does not add a burden to overhead cost of doing business. It certainly costs something to conduct such a service. But our experience convinces us that it pays.

I have on my desk now a letter from one of the really outstanding merchants in the Southwest. One paragraph tells the story of his reaction to our efforts. "We are very much pleased with your service and the quality thereof. This has been very beneficial to all our departments and our department managers are pleased with the results."

Attached to the letter is a carbon copy of a memorandum addressed to the head of the buying organization, recommending that more business be placed with us. The memo reads in part as follows: "The attached letter from Rice-Stix will show to what extent this firm is going to give us a service which in my mind is 100 per cent full of original ideas, latest style information, direct-mail literature and the proper method of handling bulletins. We should take advantage of it and follow through at all times.

"I further think we should give this firm more business than we have been giving it during the last six months. If it is willing to assist us in this manner, I think it only fair, all things being equal, that we reciprocate."

This case is typical of many others who have expressed themselves in a similar manner.

We have given some assistance

to our customers on their advertising in past years, but the Merchants' Service Department on the present scale has been operating but a comparatively short time. The following that the department has today proves that there is a tremendous demand for co-operation of this nature.

Each merchant on the list is there by his own request. About a year ago, we sent out a broadcast mailing of the Merchants' Service Bulletin, enclosing a questionnaire. Over 2,000 of these questionnaires came back, most of them containing individual comment and all indicating the features that were of especial interest. Since that time we have added several thousand names to our list in much the same manner.

Regular contact with the merchants on the special list is maintained through the Merchants' Service Bulletin, a sixteen-page publication, page size 8½ x 11. This is mailed on or about the fifteenth of each month, the subject matter referring to store promotions for the month following. It is a serious effort to broadcast advertising and merchandising ideas. Our house is not mentioned from cover to cover except in the running heads, on the first page and the editorial masthead. We realize that the merchant knows where the magazine comes from and feel we do not need to make undue effort to remind him. We believe we can develop greater good-will by devoting it entirely to the interests of the merchants instead of introducing paragraphs designed to sell ourselves. The Bulletin carries no advertising.

The material for it is derived from various sources—from books,

*"In Union there  
is Strength"—*

## **- that's the real Source of Service**

Fixing responsibility on a single efficient organization is always more satisfactory than dividing it among many.

By obtaining your electrotypes, stereotypes and mats from the same source of supply you save endless bother, eliminate needless expense and make sure of prompt deliveries.

We maintain a complete plate and mat service—all under one roof—supervised by one responsible head. In availing yourself of this service you will find that "in union there is strength."



# **CENTURY**

## **Electrotype Company**

MATRICES • STEREOTYPES  
ELECTROTYPES • LEAD MOLDS  
NICKELTYPES

547 South Clark Street, Chicago, Illinois



# The Globe-Democrat Alone took for 723 National Advertisers

**THE GLOBE-DEMOCRAT** not only does an advertising job better than any other St. Louis newspaper; but in many cases it does the job all by itself. Advertisers put The Globe-Democrat on the schedule to cover the St. Louis market, and then devote their time to the sales.

Their advertising in The Globe-Democrat covers this market—the entire 49th State—as it could not possibly do in any other medium. In the city proper, it reaches the purchasing power concentrated in the Mass-Class Section and Higher-Ranking Suburbs, where three out of every four families read the daily Globe-Democrat.

Last year The Globe-Democrat was the first and only choice in St. Louis for 723 National Advertisers. (A new high record.)

Here are listed a few of these 723 advertisers. . . . All those shown used 1000 lines or more in The Globe-Democrat.

In 1929—follow the example of these successful firms, and build business through the newspaper which has larger daily circulation than any other newspaper published west of Chicago.



## Automotive

Chrysler Corp. (Fargo Trucks)  
Industrial Alcohol Manufacturers' Assn.  
Reo Motor Car Co. (Wolverine)  
F. B. Stearns Co. (Stearns-Knight)  
Stromberg Motor Devices Co.

## Beverages and Food Products

American Barley Corp.  
American Bottlers of Carbonated Beverages  
American Cranberry Exchange (Eaton Cranberries)  
Anglo-American Mill Co. (Flour and Cereal Mill)  
Best-Clymer Co. (Temtor Products)  
Manewel Bread and Baking Co.  
Martin Brothers Co. (Bluhill Cheese)

## Beverages and Food Products—Continued

Maryland Baking Co.  
P. J. Ritter Co. (Ritter Beans)  
Vegetable Products Corp. (Vegetized Wafers)  
G. H. Wetterau & Sons Grocer Co. (Freedom Pure Malt)

## Business Service

American Appraisal Co.  
American Credit Indemnity Co. of New York  
Babson Statistical Organization, Inc.  
Ernst & Ernst (Accountants)  
Investors Syndicate  
Moody's Investors' Service  
Rice Leaders of The World Association  
Richard D. Wycoff Analytical Staff

## Clothing

Cooper Underwear Co.  
Goodall Worsted Co. (Palm Beach Mills)  
Goodyear Tire & Rubber Co. (Galoshes and Rubbers)

## Clothing—Continued

Graton & Knight Co. (Shoe Soles)  
Hamilton-Brown Shoe Co.  
Hickok Manufacturing Co., Inc. (Belts)  
Interwoven Stocking Co.  
I. Newman & Sons, Inc. (Corsets)  
Phillips-Jones Corp. (Van Heusen Collars)  
B. Priestly & Co., Inc. (Mohair)  
A. Stein & Co. (Paris Garters)

## Drug Specialties

Asthma Kapsul Co.  
Kress & Owen Co. (Glyco-Thymoline)  
The Nacor Medicine Co.  
New Science Institute (Anatomical Appliances)  
Nuremedy Co.  
Sanitarium Equipment Co.  
United Drug Co. (Rexall Orderlies)  
William R. Warner & Co. (Formamint)

# St. Louis Globe-Democrat

Largest Daily Newspaper in the West of Chicago

Advertising  
Representatives

CHICAGO—Guy S. Osborn, Inc., 360 N. Michigan Blvd., Phone: State 4107  
Charles H. Ravell, Financial Advertising  
332 S. LaSalle St., Phone: Webster 2770

NEW YORK—F. St. J. Richards, Room 1250, 41 Park Row, Phone: Cort 6600  
DETROIT—Jos. R. Scialoja, 3-241 Commercial Bldg., Phone: Empire 7410

Ames-Emer  
Associated  
A. G. De  
Blyth, WI  
Bucklight  
Brown Bro  
H. N. By  
Caldwell &  
Canal Ban  
Chandler &  
P. W. Chi  
E. W. Clu  
Continental  
Paul C. I  
Equitable  
Field, Glo  
First Nati  
First Nati  
Folds, Bus  
George M.  
General Su  
Guaranty  
Guardian  
Hallgarten  
Hanchett  
W. A. Haz  
Harris Tru  
Hayden, S  
Hemphill,  
Kansas Cl  
Rack  
Kean, Hig  
Keith-Albe  
W. C. Laz  
E. B. Mac  
Mackaben-G  
Manufactur  
Merrill, L  
National F  
of New  
National Cl  
G. L. Ohr  
Otis & Co.  
Peabody, F  
Prescott-W  
Public Util  
Prychod &  
E. H. Rol  
Schluter &  
J. & W. S  
Shields &  
Spencer Tr  
Straus Bro  
S. W. Str  
Taylor, Ew  
Tucker, An  
Wertheim  
White, Wel  
P. H. Wh  
Har  
Build  
Cyclone Fe  
Louisiana  
National L  
("Dutch  
Nicholson



# onlook Care of the St. Louis Job naAdvertisers in 1928

## Financial

Ames-Emerich & Co.  
Associated Gas & Electric Co.  
A. G. Becker & Co.  
Byth, Witter & Co.  
Benbriht & Co., Inc.  
Brown Brothers Co.  
H. N. Byllesby & Co.  
Caldwell & Co.  
Canal Bank and Trust Co.  
Chandler & Co.  
P. W. Chapman & Co., Inc.  
E. W. Clucas & Co.  
Continental National Co.  
Paul C. Dodge & Co.  
Equitable Trust Co. of New York  
Field, Gloré & Co.  
First National Bank of Boston  
First National Co.  
Folds, Buck & Co.  
George M. Forman & Co.  
General Surety Co.  
Guaranty Trust Co. of New York  
Guardian Detroit Co.  
Hallgarten & Co.  
Hanchett Bond Co.  
W. A. Harriman & Co.  
Harris Trust and Savings Bank  
Hayden, Stone & Co.  
Hemphill, Noyes & Co.  
Kansas City Joint Stock Land  
Bank  
Kean, Higbie & Co.  
Keith-Albee-Orpheum Co.  
W. C. Langley & Co.  
E. E. MacCrone & Co.  
Mackaben-Goodrich Co.  
Manufacturers' Trust Co.  
Merrill, Lynch & Co.  
National Bank of Commerce  
of New York  
National City Bank of New York  
G. L. Ostron & Co., Inc.  
Otis & Co.  
Peabody, Houghteling & Co.  
Prescott-Wright-Snyder & Co.  
Public Utility Investing Corp.  
Pynchon & Co.  
E. H. Rollins & Sons  
Schluter & Co.  
J. & W. Seligman & Co.  
Shields & Co.  
Spencer Trask & Co.  
Straus Brothers Co.  
S. W. Straus & Co.  
Taylor, Ewart & Co.  
Tucker, Anthony & Co.  
Wertheim & Co.  
White, Weld & Co.  
P. H. Whiting

## Hardware and Building Material

Cyclone Fence Co.  
Louisiana Red Cypress Bureau  
National Lead Company  
("Dutch Boy" White Lead)  
Nicholson File Co.

## Hardware and Building Material—Continued

Union Metal Mfg. Co.  
(Lighting Fixtures)  
United Engineers and Constructors, Inc.

## Household Supplies

Emerson Electric Manufacturing  
Co. (Fans)  
General Electric Co. (G. E.  
Refrigerators)  
Griffin Manufacturing Co.  
(Griffin Lotion—Cream Shoe  
Polish)  
Inner Group Coal Miners  
Iron Fireman Manufacturing  
Co. (Furnace Equipment)  
Pepperell Mfg. Co. (Pepperell  
Sheetings)  
Royal Easy Chair Corp.  
Sunstrand Oil Heater Co.  
United States Rubber Co.  
(Jar Rings)  
Whittemore Brothers Corp.  
(Whittemore Shoe Polish)

## Office Supplies

The Carter's Ink Co. (Carter  
Pen)  
Consolidated Automatic Mer-  
chandising Corp.  
Thomas A. Edison, Inc.  
(Ediphone)  
H. G. McFaddin & Co.  
(Emerald Lamps)  
Reemington Cash Register Co.,  
Inc.  
Royal Typewriter Co., Inc.  
The Wahl Co. (Wahl Pens)

## Publishers

American Weekly  
Church Progress  
The Crowell Publishing Co.  
(American Magazine)  
Curtis Publishing Co.  
(Saturday Evening Post)  
Goodspeed's Book Shop  
Harper & Brothers (Harper's  
Magazine)  
Liberty

## Radio

Graybar Electric Company  
(Radio)  
Manufacturers and Distributors'  
Bureau, St. Louis Radio  
Trade Asso.  
Sylvania Products Co.  
(Sylvania Radio Tube)

## Smokers' Supplies

American Tobacco Co.  
(Herbert Tareyton)  
William F. Brockmeyer Cigar  
Co. (Don Julian)

## Smokers' Supplies—Cont.

Alfred Dunhill of London, Inc.  
(Bensique)  
H. Fendrich, Inc. (Charles  
Denby Cigar)  
Liggett & Myers Tobacco Co.  
(Fatima)  
P. Lorillard Co. (Rocky Ford  
Cigar)  
F. H. Rice Mercantile Cigar  
Co. (Mercantile Cigar)

## Toilet Requisites

Caron Corp. (Parfums Caron)  
Daggett & Ramehell (Cold  
Cream and Vanishing Cream)  
Richard Hudnut (Perfumes and  
Face Powders)

## Travel

James Boring's Travel Service,  
Inc.  
Canada Steamship Lines  
Canadian Pacific Railway  
F. C. Clark Tours  
Cunard Steamship Co., Ltd.  
(Cunard-Anchor Donaldson)  
Florida East Coast Hotel  
Foster & Reynolds Co.  
("Ask Mr. Foster")  
Frank Tourist Co.  
Galveston (Texas) Chamber of  
Commerce  
German Health Resorts  
The Homestead, Hot Springs, Va.  
Italia American Shipping Corp.  
Lampart & Holt Steamship Line  
London, Midland & Scottish  
Railway  
Portland (Oregon) Chamber of  
Commerce  
Matson Line  
Munson Steamship Lines  
N Y K Line  
South American Steamship Line  
Tampa Board of Trade  
Union Bus Terminal  
U. S. Line

## Miscellaneous

Durlaque Manufacturing Co.  
Louis L. Emmerson (Political  
Candidate)  
Fifth Avenue Building Co.  
Fisher-Wilson Advertising  
Agency  
Interstate Air Lines, Inc.  
T. H. Mastin & Co. (Attorneys  
and Consolidated Underwriters)  
Neible Manufacturing Co.  
(Reddy Tee)  
Thomas G. Plant (Lucknow  
Estate)  
Swift & Co. (Vigoro)  
United States School of Music  
White Castle System, Inc.  
Widmar Engineering Co.  
The Wilson-Western Sporting  
Goods Co.

# St. Louis Globe-Democrat

Best of Chicago

LOS ANGELES—Charles G. Eckart,  
R. J. Bidwell Co., 742 Market Street  
SEATTLE—Henry R. Ferriss, care R. J.  
Bidwell Co., Stuart Building

LOS ANGELES—O. S. Waters, care R. J.  
Bidwell Co., Times Building  
LONDON—Derland Agency, Ltd.  
16 Regent Street, S. W. 1

## "It seems to me"

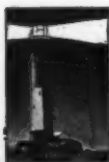
**A** GREAT army of New Yorkers would not think of missing Heywood Broun's daily column—"IT SEEMS TO ME"—which appears on the first page of the second section of The New York Telegram—and on the front page of The Telegram's Saturday Magazine.

Broun is recognized as one of America's most brilliant journalists—original and refreshing—often daring yet always sane—a delight to the real New Yorker.



Heywood Broun is one of the numerous reasons why the Telegram is *different*—why more than 200,000 typical New York families are keen for it.

*The Telegram is at once the Voice  
and the Spirit of 1929 New York!*



SCRIPPS-HOWARD

## The New York Telegram

**A SCRIPPS-HOWARD NEWSPAPER**

*Member of the United Press and Member of the  
Audit Bureau of Circulations*

National Advertising Department—250 Park Avenue,  
New York City,—Chicago, Philadelphia, Detroit,  
San Francisco, Los Angeles, Atlanta

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from retail services, ideas gleaned from trade papers, personal experiences and contacts with retail merchants.

All our services are without charge to the merchant. The only items sold and charged for are cuts not bearing our trade-marks and advertising materials such as show-card colors, price cards, etc.

A report of merchants who have actually received special services such as copy and layout shows that less than 10 per cent of them are rated below \$15,000. They will show an average rating nearer \$100,000. It may be observed, too, that most of the merchants who visit the department and seek co-operation are the aggressive, successful merchants—not, as might be supposed, the small merchants in need of help. Our salesmen frequently induce customers to come to the house to buy and at the same time secure help on their advertising for special sales.

#### *Not a Trade Paper*

The trade press is doing a really fine job of educating merchants to better methods. Our Bulletin does not assume the function of trade papers. It is rather a means of gathering from various sources, including trade papers, and broadcasting in condensed form, practical ideas on modern merchandising.

With the publication each month we send printed specimens of suggestions for newspaper advertisements, circulars and postcards. These suggestions are frequently adopted and used by our customers. The specimen circular, on which cuts and editorial copy are printed, supplies the merchant with a layout which he can complete and turn over to his printer.

Our Merchants' Service Department is a division within the Advertising Department. Much of the energy which might ordinarily be directed into "asking" the merchant for his business is used in a method of sales promotion which we consider far more effective. If we render the merchant a real service, we do not need to "ask" so strenuously. The business has a tendency to flow our way. On

the face of it, the service is largely unselfish. We do not insist that a merchant advertise our own shirts, for instance. In this department we work for the merchant. The general sales manager, division sales managers, the salesmen and the merchandise departments are responsible for the personal selling as far as the merchandise is concerned.

Reports of our activities go to the division sales managers and are relayed to the salesmen. It frequently happens that a name shows up which has especial interest for the sales department. It may be the name of a merchant who has strayed from the fold and is now showing a flicker of interest because of the special services we offer. This is valuable information for the salesman who now has some ground for reconciliation.

Circumstances are peculiarly favorable to us in the development of such a service. We have been quite close to the retailers for sixty-seven years and have had a following ready and eager for such a service as we offer.

New organizations, however, have been known to make marked headway with a similar plan in new territories.

A simple survey of the field of retail merchandising must convince one of the need on the part of retail merchants for a source of ideas and actual help with advertising and store promotions.

A great many merchants are not qualified to handle their own advertising. Many good merchants admit it.

In helping a merchant plan his advertising, we proceed by logical steps to define the appropriation and then determine how the money will be spent. The actual form—the mechanics—come last. However, we handle the campaign down to the last piece of copy if the merchant will leave it to us to work out.

Naturally, a considerable number of such requests would give us plenty to do. We take care of this, however, by furnishing printed suggestions, circulars, letters, postcards, etc., with copy

which, with slight changes, will be suitable for the individual merchant.

This naturally has a tendency to keep down special requests to a reasonable degree, although we are glad to make the individual layouts which are often necessary. We write hundreds of pieces of individual copy each season, and freely invite merchants to use this service.

The significant thing in this connection is that we have found a way to produce a volume of good copy quickly. This is made possible by our excellent reference files and clipping services. We do not copy slavishly but it is easy to start ideas flowing when we catch the inspiration of good copy from our files.

It would be a fine thing for a merchant who is not a finished copy writer to be able to sit down and write good copy on any type of merchandise, completing his advertisement in a short time and presenting a message which will intrigue readers and sell goods.

#### *Advertising Phrases Supplied*

We have achieved something of this nature in a special copy bulletin wherein we assembled many good descriptive phrases and classified them. Under "blankets," the merchant will find such phrases as "warmth without weight," "cold defying, luxurious," etc. He may select the phrases which best suit his merchandise. Then he may turn to "ladies' coats" and write his copy with the aid of the phrases given under that heading.

Other special bulletins are available on other subjects and we are preparing to go into this phase more extensively by supplementing our printed bulletin with special processed bulletins.

Most merchants in the smaller towns are faced with the necessity of confining their activities to a limited advertising appropriation. Two per cent on a volume of \$125,000 is only \$2,500 and that is all the leading store in many a town of 2,000 population should spend. We make every possible

effort to find economical methods of advertising and recommend them to merchants so as to make that appropriation do a good job.

A highly important thing in the development of a service department, it seems, is the happy faculty of talking the merchants' language. Many merchants complain that a great deal of the talk about merchandising goes way over the head of the average merchant. It is not that the merchant lacks understanding, but simply that discussions of merchandising should be translated into terms of his own everyday problems and his own interests.

We sell to every type of store from small inland general merchants to the largest department stores, which buy our manufactured lines in large volume. So we are endeavoring to build a well-rounded service which will offer something to all types of retail merchants. There are special services which we can offer even the largest stores and frequently we run across ideas which we can pass along to them. Some very pleasant relations are developed with such store executives.

Another service which has met with enthusiastic approval is our store layout and store arrangement suggestions. We furnish a blueprint showing the arrangement we suggest for the various classes of merchandise the store sells. These suggestions are based on scientific studies of consumer habits and actual experience of various merchants.

A most important service possible to offer in such a department and one which we emphasize is the providing of suitable elements which may be worked into good advertising—principally good artwork and cuts. We have quite an extensive cut service including some excellent feature cuts.

The subject of dealer helps is closely allied to this thing of "Merchants' Service," and our dealer helps are handled in the same department.

We furnish, free of charge, mats or electros for advertising any of our major trade-marked lines. We

# 1929 Will Be a Good Automotive Year In Philadelphia

**G**ETTING off to a flying start in 1929, The Inquirer's January gain in automotive advertising alone was 16,060 lines more than for the same period last year. The two evening papers also showed a gain, but The Inquirer was the only morning newspaper in Philadelphia to maintain and increase its automotive lineage. The other morning papers showed a substantial loss in this classification.

**T**HE "Honor Roll" of automotive advertisers in Philadelphia reads like the "Who's Who" of the industry. Their consistent use of Inquirer space indicates that Inquirer circulation (home-circulation in America's greatest city of homes) is profitable to them, that Inquirer readers have money to buy cars as well as homes and that they do buy them in increasing numbers.

*For the Month of January The Inquirer carried a total of 146,855 lines of automotive advertising—no used-car classified advertising included.*

	Gained	Lost
<b>INQUIRER .</b>	<b>16,060 Lines</b>	
<b>Record . . . . .</b>		<b>13,050 Lines</b>
<b>Ledger . . . . .</b>		<b>4,525 Lines</b>
<b>*Bulletin . . .</b>	<b>27,275 Lines</b>	
<b>Eve. Ledger.</b>	<b>12,160 Lines</b>	

*\*Bulletin Includes Used Car Display Advertising.*

## The Philadelphia Inquirer

Pennsylvania's Greatest Newspaper

Branch Offices

NEW YORK

CHICAGO

DETROIT

9 East 40th Street 300 N. Michigan Ave. 408 Fine Arts Bldg.

have undertaken to offer some post-card advertising on our own lines also but require the dealer to pay a nominal price for printed pieces partly in order to forestall waste through non-use. Window display material, of course, is furnished to our dealers without charge.

### *Proof That It Pays*

The most logical thing after considering the extent of the service offered is to question whether it pays.

At the beginning, I quoted from a letter which seemed to have a bearing on this question. As a matter of fact, our salesman took a big order there a few days ago, confirming the sincerity of this voluntary expression of interest. We do not base decisions, however, on one case. Our files contain many similar expressions and our records show other cases of gratifying sales increases.

A merchant from out West came in recently and bought an opening stock for a new store. He quoted the Bulletin freely, remarked about the special copy and layout service he had received and said: "It is amazing that any wholesaler should go to such lengths in servicing his customers."

Within the last few days several men have been in to buy opening stocks or to buy substantial bills and have freely stated they came because they could get the advertising service. Many merchants voluntarily say they are willing to pay for the service but we would not consider making any charge because the good-will value of the work is the thing that makes it worth while for us to undertake it.

Our function is co-operative. The sales department is responsible for the primary selling effort. This work simply gives our salesmen an extra inducement to offer the merchant. We have abundant evidence that it produces business for the merchant and makes the merchant feel disposed to place more of his business with the wholesaler who is helping him to grow and to make the most of his opportunities.

## Will Never Regret Having Started Own Agency

CARL W. ART ADVERTISING AGENCY, INC.  
SEATTLE, FEB. 25, 1929

Editor of PRINTERS' INK:

I have taken a deep personal interest in the two articles about small agencies appearing in your good PRINTERS' INK. ["Shall I Start My Own Advertising Agency?" February 7 issue, and "I Was Bitten by the Let's-Start-an-Advertising Agency Bug," February 21 issue.] While we feel that most of our future is ahead of us, the writer will never regret having gone into the advertising agency business, and his many reasons include these:

Contacts have been broadened because the moment a person is in business for himself, other business men look upon him as an equal and it is surprising how many illuminating facts and free acts of co-operation spring from this one status.

Stepping from responsible advertising managerships, the writer immediately noticed a broader and more educational viewpoint because of the variety of business firms which were being contacted and which gave him an insight behind the scenes in their particular lines.

Third, in going into the agency business, the writer was of the opinion that an advertising agency knowledge would be the finest kind of training for almost any type of business endeavor even if the agency should not succeed. That it has succeeded and is growing is simply due to the fact that a good many obstacles were not permitted to seem insurmountable.

The question, "Shall I be an advertising consultant or shall it be an agency," was simply in the writer's case a preference for a business that would permit him to get sick or have a vacation without crippling the entire structure. This too, has proved to be the case and he counts among his dearest personal friends, some of his associates in the business. He can truthfully say that the agency continues whether he is at the desk or not, today.

In conclusion, let me say that the first few years of an advertising agency experience are crucial ones because they test the staying qualities of that agency and its principals. If it is destined to succeed, whether it is in a small way or a large way, may depend upon the stick-to-itiveness of its principals during these first few years.

CARL W. ART,  
President.

## "Northwest Commercial Bulletin" Changes Name

The Northwest Commercial Bulletin, St. Paul, Minn., has changed its name to The Commercial Bulletin and Apparel Merchant.

## Appoints Porter-Spohn Agency

The toilet accessories advertising account of Margot Landberg, New York, has been placed with the Porter-Spohn Company, Inc., New York advertising agency.



*Infinite Variety* —the spice of life —that is what Chieftain's sixteen unusual shades offer to the advertiser and printer who knows how to use *color appeal* to catch the prospect's eye. Variety, yes, but all made to that uniform standard of excellence that has made Chieftain Bond a leader in its class. Its wide acceptance by keen advertisers is its best recommendation. Try it.

# Chieftain Bond


*Use envelopes to match your stationery*

*"Note the Tear and Wear as well as the Test"*

# NEENAH PAPER COMPANY

*Neenah, Wisconsin*

SUGGERS BOND  
OLD COUNCIL TREE BOND  
CHIEFTAIN BOND  
NEENAH BOND

Check the  Names

GLACIER BOND  
STONEWALL LINEN LEDGER  
RESOLUTE LEDGER  
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes







**DARTNELL SERVICE UNIT** operating in the Frank Presbrey Company, one of New York's leading advertising agencies.

MR. PRESBREY, president, writes: "Our Research Department, which is up-to-date in every way, considers Dartnell Sales Service an invaluable aid in its work."

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**The Dartnell Corporation** 4660

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## ... The First Advertising Agency

to utilize the Dartnell plan for the interchange of sales and advertising experiences was Campbell-Ewald of Detroit. They joined in 1918. N. W. Ayer & Son; J. Walter Thompson; Barton, Durstine & Osborn; Federal; and Frank Presbrey Company joined the following year. It is significant that for ten years these agencies have renewed their subscriptions without solicitation from us. Today practically every well-equipped advertising agency uses Dartnell Sales Service. So do the principal sales executives of 3,000 other important business concerns.

### Among the Helpful March Features:

**AEROPLANES IN SALES WORK;** a confidential report based on the experience of Dartnell subscribers who have equipped salesmen and executives with planes; used planes with Neon gas signs for night advertising; tested broadcasting from planes, etc.

**SUMMER GOLF TOURNAMENT;** working details with sample pieces, wall charts, mailing cut-outs, suggested letters, etc., for staging a contest among your salesmen to quicken their interest in warm weather selling. Extra material for this contest available at cost to Dartnell subscribers.

**FIFTY USEFUL ARTICLES** to appear during March in business magazines. Only those having reference value to a sales or advertising executive. Articles are digested on 3 x 5 cards and cross indexed for reference filing in Dartnell cabinet. Photostat service rendered to subscribers only.

**1929 COOPERATIVE PRIZE CATALOG,** illustrating more than 400 novel and unusual articles which salesmen desire. Under the Dartnell cooperative buying plan Dartnell Service subscribers save up to fifty per cent of the cost of merchandise prizes and premiums they award to salesmen and distributors.

**SIXTEEN TESTED SALES PLANS** used by Dartnell subscribers to open more new accounts; get leads for salesmen; sell the full line; collect old accounts; win back customers who stopped buying; get orders by mail and increase sales in other ways.

**BETTER LETTERS BULLETIN** carefully explaining the six steps necessary in writing a successful adjustment letter. These four-page bulletins are arranged for your message on the back and are circulated among those in the office who dictate and transcribe sales letters.

### Special Trial Offer:

If your company is NOT already a subscriber to the Dartnell Service for Sales and Advertising Executives we would be glad to send it to you on trial. You pay \$6.00 a month as long as you wish to subscribe. The material may be returned for full credit at the end of first month if you do not find it applicable.

*Or Write for Descriptive Booklet E. S. 2*

660 Ravenswood Ave., Chicago

# THE SYRACUSE JOURNAL

approaches its

## 90th ANNIVERSARY

### Stronger—More Powerful— Than Ever

This is a short story of a long history of accomplishment, but worthy of the space buyer's consideration when he is considering advertising in SYRACUSE, the Hub of New York State.

On March 20, 1839—almost ninety years ago—the Western State Journal was launched as a weekly newspaper. As the Salt City grew, so grew the JOURNAL, and on July 4, 1844, the daily JOURNAL was established.

Keeping pace with the City and Section, the JOURNAL has grown into a power and influence recognized everywhere. Today it is more powerful than ever—and having the largest circulation of any daily newspaper in Syracuse, it must be the first choice of the space buyer who wants to thoroughly cover Syracuse and Central New York.

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National Representatives:

**E. M. Burke and Associates, Inc.**

NEW YORK — BOSTON — CHICAGO — DETROIT

*Pacific Coast Representatives:*

**CONGER & MOODY**

Los Angeles

San Francisco

Member A. B. C.

Member Media Records

## Pouring Typography into Pictorial Moulds

Not Mere Eccentricity of Set-up and Arrangement, but Illustrative  
Contours for Greater Variety in the Physical Appearance  
of the Advertisement

By W. Livingston Larned

**T**YPOGRAPHY is far more fluid than it was during the period when anything startlingly new was looked upon with mistrust and suspicion, by unimaginative advertisers. The theory that type is less than satisfactorily legible if it departs from prim precedents has been refuted. The public is cheerfully willing to adjust its point of view and to tax the neck and the eyes a little when typography goes on a spree, zigzagging an irregular course on a magazine or newspaper page.

That people will not read type when it violates the old straight-across method is nonsense, in this day of modernistic forms and frankly freakish ideas. Type is being poured, one may say, into pictorial forms in order to give it added visual appeal. Never in the history of advertising have typography and illustration so sympathetically combined to produce a desired result, a more rational cohesion of form. The very manner of the set-up aids the artist. Where, during the earlier days of a bold departure from the conventional, typography merely ran at peculiar angles, to encourage the suggestion of movement, and to differentiate one campaign from all others, now the visualizer plots out typography in such a manner as to supply illustrative contour. In many of these advertisements the type is set after a given pattern and actually mounted into the composition.

This is a scheme which requires numerous precautionary measures. When illustration and typography

are to be made into a plate as a single, complete unit, the mounted-in proof must be "as clean as a whistle," the ink uncompromisingly black, and every letter perfect. Someone should go over the type, making definitely certain that there are no smudges, no incom-

The color you want -  
UNIQUE TEXTURE in  
*Forestblend* Face Brick

The light and shadow of its surfaces is delicious; you have been eating in Forestblend. Nature designed these colors in the biggest cook-chips. Now, you have them built in all their sensitive beauty. A permanent picture of smoothness, grace, the random texture of Porthosland. There is no other face built with exactly the same texture as Forestblend. Certainly none you could find in the world, the depth and ring of its remarkable color range. The use of Porthosland enables the architect and builder to create a picture actually provided and beautiful color scheme for any style of architecture.

We would be pleased to send to unnamed customers and individuals our Bulletin (1937) or 148111 showing actual color reproductions of Forest Face Bricks. The architect, contractor or dealer can verify the other commitments to suit the requirements of the moment. This is a Finger service offered without extra charge. Samples gladly free, subject upon request.

THE FORESTER BRICK, GLAZ CO.  
10000, American Road, Glaze, Ohio 44029  
(216) 622-3333

**Forestblend**  
FINZER FACE BRICK  
*Just First Impression*

**Form:**  
Type of Project: ☐ New ☐ Remodel ☐ Addition ☐ Commercial ☐ Industrial ☐ Institutional ☐ Government ☐ Other  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
I understand the sample is free.

*The Text of This Advertisement Is Not  
Difficult to Read Even Though Placed at an  
Unusual Angle in the Layout*

plete letters, no defects of any kind. The type should be in larger size, to accommodate the reduction, if the copy is larger than the final proportions in magazine or newspaper.

When proofs of unusual typographical set-ups are mounted into the layout, and art work built around them, and, as sometimes happens, woven into them, this

typography should be particularly fine. Just an average "rough proof" will not serve the exacting purpose by any means.

In an unusual campaign recently produced, a feature was typographically set to conform to profiles of faces of celebrities—Lincoln, Washington, etc. The typographer was supplied with pencil sketches as guides, and the type was thus formed into remarkable mosaics. But the proofs were made on superpaper, and the press work was perfect. The artist mounted the proofs on cardboard, drew interesting backgrounds behind the profiles, hand-lettered headlines and in other respects dressed the typography up to comply with a definite campaign atmosphere. Every letter of every line of text was examined with an enlarging glass, lest there be blemishes which might show up in the reduction when the engravings were made.

If a proof is mottled, gray, uncertain, these faults will appear in the plate and break the continuity of reading matter. To "touch up" letters with pen and ink is not advisable.

The modern typographer, specializing in these newer forms, is not alarmed by unusual layouts. He has entered into the spirit of novel compositions with zest. It is, therefore, not necessary, in every case, to paste proofs of typographical oddities into the actual layout.

Type arranged in pictorial forms has taken the place of type made to conform to illustrative mortises, for it has been discovered that typography alone, under these conditions, gains much by floating free in the composition, unhindered by frames and borders and drawings of any description.

One of the thoroughly modern examples of "plastic" typography is to be found in the new series for Forestblend face brick. The two sides of a brick are reproduced

photographically, in perspective, actual size, and the type message is set in such a manner that it takes up the top face of the product, conforming to the natural contour. This basic idea allows of an almost unlimited number of variations. Nor can it be contended that the typography is difficult to read, because of the unconventional shape.

*The*  
**GOSSARD**  
*Fine of Beauty*

For women who seek the happy medium in cosmetics, women who are neither completely dandier nor yet stout... Gossard has created this new combination. Its designed that it follows nature's own happy curves, it softly suggests the best... smooths the wrinkles... gives the much desired firm texture... outlines a graceful hip curve by means of wide elastic inserts. Because the entire garment, even to the adjustable and desirable shoulder straps, follows the natural figure curves, you will find new supported ease, new assurance of line the moment you try them. Design 3077, 35.

1000 W. W. NICHOLS CO., Chicago, New York, San Francisco, Tulsa, Dallas, London, Toronto, Sydney, Buenos Aires  
Branches of National Import-Export Co., Inc.

#### *The Typography Plays a Highly Important Part in the Grace and Charm of This Advertisement*

In this manner, at modest expense, a campaign has been devised which possesses distinctive attributes.

When, some time ago, a vacuum cleaner display gave us the idea of a path of type following in the wake of the device, advertising gained immeasurably. The reader realized that thought was being put into the series. Here was cleverness which in no wise sacrificed easy reading. And that text spoke of the path of cleanliness left by the machine. It was all so appropriate and natural and ingenious.

An industrial magazine cam-

# On to Berlin

**A**DVERTISING men from many countries will meet, and learn to know one another better, at the International Advertising Association Convention in Berlin, August 12th to 15th.

Horizons will be broadened, and world business will profit, by the addresses and discussions that will be heard in the auditorium of the famous theatre known to the generations of playgoers as the Schauspielhaus.

It will be a noteworthy opportunity for American advertising men to see not only Berlin, but other beautiful old-world cities, with accommodations all arranged in advance—steamer, rail, automobile, airplane, hotel.

*For complete information regarding steamships chartered, sailing dates, trips and tours arranged, write International Advertising Association, 420 Lexington Avenue, New York, New York.*

*This space given with the compliments of*

## The Christian Science Monitor

Published by The Christian Science Publishing Society, Boston, Mass.

### FOUR EUROPEAN ADVERTISING OFFICES

LONDON, 2, Adelphi Terrace

PARIS, 3, Avenue de l'Opéra

FLORENCE, 11, Via Magenta

### BERLIN

11, Unter den Linden



# **Food Facts**

## **for Food Advertisers**

**There are in Syracuse:**

**Eight hundred ten Retail  
Grocers. (810)**

**7 Wholesale Grocers**

**3 Wholesale Wagon Distribu-  
tors**

**5 Specialty Jobbers**

**7 Chain Store Units**

**3 Wagon Distributors**

**7 Grocery Brokers**

**And it goes without saying  
that The Herald publishes more  
food advertising than any other  
local newspaper.**

## **THE SYRACUSE HERALD**

**O'MARA & ORMSBEE, INC.**

**National Representatives**

**280 Madison Ave.,  
New York**

**Peoples Gas Bldg.,  
Chicago, Ill.**

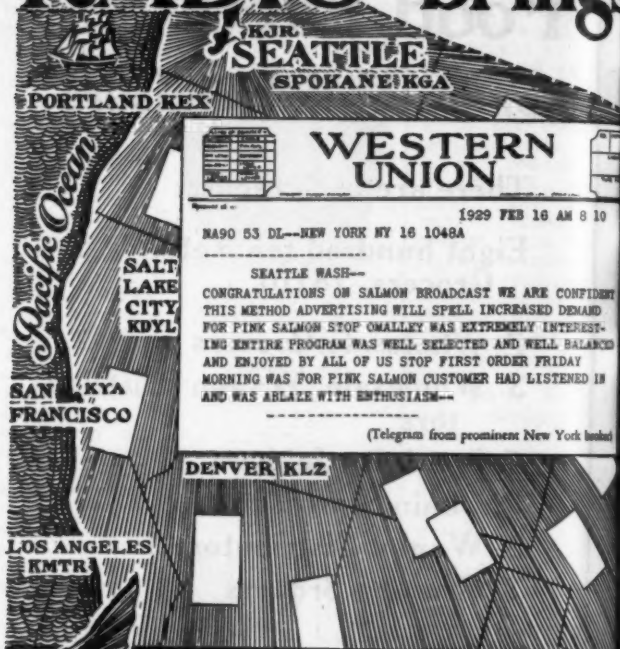
**General Motors Bldg.,  
Detroit, Michigan**

**Western Pacific Bldg.,  
Los Angeles, California**

**Menadnock Bldg.,  
San Francisco, California**



# RADIO brings Ru



**KJR SEATTLE**  
SPOKANE KGA

**PORTLAND KEX**

**Pacific Ocean**

**SALT LAKE CITY KDYL**

**SAN FRANCISCO KYA**

**LOS ANGELES KMTR**

**DENVER KLZ**

**WESTERN UNION**

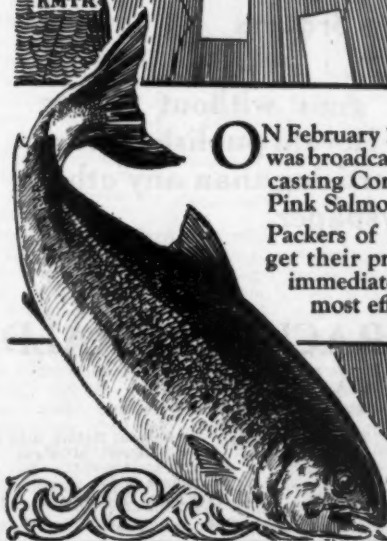
1929 FEB 16 AM 8 10

NA90 63 DL--NEW YORK NY 16 1048A

SEATTLE WASH--

CONGRATULATIONS ON SALMON BROADCAST WE ARE CONFIDENT THIS METHOD ADVERTISING WILL SPELL INCREASED DEMAND FOR PINK SALMON STOP OMALLEY WAS EXTREMELY INTERESTING ENTIRE PROGRAM WAS WELL SELECTED AND WELL BALANCED AND ENJOYED BY ALL OF US STOP FIRST ORDER FRIDAY MORNING WAS FOR PINK SALMON CUSTOMER HAD LISTENED IN AND WAS ABLAZE WITH ENTHUSIASM--

(Telegram from prominent New York banker)



ON February 14, a nation-wide program was broadcast by the American Broadcasting Company featuring Canned Pink Salmon.

Packers of Pink Salmon, anxious to get their product before the public immediately, turned to radio as the most effective way.

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*Gulf of Mexico*



# Rush of Orders for PINK Salmon

*American Broadcasting Company's  
Program Carefully Arranged  
for Entertainment and SALES*

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HE sales response was almost instantaneous. Telegrams came pouring in on selling organizations in many parts of the country, and of the quick stimulation of demand for Pink Salmon and the high quality of the program.

Radio is the modern, sure method for bringing quick sales on any commodity.

Experienced advertising and merchandising executives of the American Broadcasting Company work with production and continuity specialists on programs that win listeners, develop good will, and produce results.

Present your sales problems. Let American Broadcasting Company offer a solution. Write or wire. Programs may originate in Seattle or in San Francisco with national or regional coverage.

**AMERICAN  
BROADCASTING COMPANY**  
SEATTLE : SAN FRANCISCO : NEW YORK  
LIGGETT BUILDING 211 FIFTH AVENUE

# Golfdom

*The Business Journal of Golf*

Within seven months furnished its advertisers with the following direct, "ready-to-buy" inquiries from house managers, presidents, and house chairmen:

*In addition to the inquiries and orders they received direct from their advertising.*

Dining Room Equipment	79
Dishwashers	21
Furniture (Clubhouse)	62
Kitchen Equipment	84
Linens	24
Silverware	32
Soda Fountains	11
Refrigerators	18
Laundry Equipment	15

The method of getting and handling these buyers' inquiries proves their worth—Ask any Golfdom advertiser.

# Golfdom

*The Business Journal of Golf*

236 N. Clark St., Chicago

*Eastern:*

ALBRO GAYLOR  
20 Vesey St.  
New York City

*Western:*

DWIGHT H. EARLY  
100 N. LaSalle St.  
Chicago

*Pacific Coast:*

HALLETT COLE  
122 East 7th St., Los Angeles, Calif.

picturing the silhouette of a great dynamo.

Extra added art features would have detracted from these layouts. They were perfect as they stood. "Type, type, type!" exclaims one builder of advertising matter. "Never was the need so urgent for making type formations interesting as an extra inducement to the reader. I am firmly convinced that people will be first attracted to the compositions which are in themselves pictorial. There is an added incentive to read. And, above all else, give typography action. That is the spirit of the age." His layouts are exceptionally successful.

California artists have made much of illustrative typography and some of the very best examples of it have come from there. Newspaper campaigns are deserving of special tribute in this regard.

We see, in a recent San Francisco newspaper, a three-column bull's-eye made of close-set type. The text does not run in a circular formation but the perfect circle is suggested, the lines running straight across. The artist has drawn a slender black arrow which projects into this typography and strikes at the white heart. The jump across the straight line does no visual damage.

On a newspaper page, that typographical set-up was extraordinarily compelling. It made every other advertising display on the two pages seem commonplace. Yet the idea was simple. There was nothing very difficult, nothing very complex about it.

Another composition, in three-column space, made much of a funnel shape, composed entirely of type. From the mouth of this type funnel ran a few final, summing up words in an argument that fitted the spirit of the illustrative text. Another layout in this same series featured a bomb. The type was set circular, the artist drawing a fuse which was sparking and sputtering at the extremity.

What an eye-catcher that ball of typography was and how the burning fuse did lead your attention to it; encourage you to read the copy. An idea was surely about to explode. And it did.

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## Large Increase in Commercial Aircraft Production

Commercial aircraft production in the United States was 140 per cent greater in 1928 than in 1927, according to figures published by the Aeronautical Chamber of Commerce.

Approximately 5,000 airplanes and 3,500 aircraft motors with a valuation of over \$75,000,000 were built in this country last year. Of this total, 3,781 planes and 2,087 motors with a retail market value of more than \$27,000,000, were built for commercial use. To this valuation is added from \$8,000,000 to \$10,000,000 for the manufacture of spare parts and for experimental work, bringing the commercial total to about half the entire production value.

The remaining 1,219 planes and 1,413 motors with a value of \$35,000,000 were built for experimentation and military use.

### Appoint H. Lesseraux Agency

The Henry S. Wampole Company, Baltimore, Wampole's Cod Liver Oil, has appointed H. Lesseraux, Baltimore advertising agency, to direct its advertising account. Newspapers are being used in a test campaign.

The Readybuilt Products Company, New York and Baltimore, manufacturer of Readybuilt fireplaces, and the Timstone Division of the Musical Manufacturers Corporation, Baltimore, mail-order and musical merchandise house, have also appointed H. Lesseraux to direct their advertising accounts.

### "Handkerchiefs," a New Publication

Publication of *Handkerchiefs*, a business paper devoted to the merchandising of handkerchiefs, has been started by Hoffman Publications, Inc., New York. *Handkerchiefs*, in addition to being published as a separate publication, also is being added as a supplement to *Linens*, also a Hoffman publication.

### A. L. Judd with United Reproducers Corporation

Austin L. Judd, who has been with the advertising staff of the Rochester, N. Y., *Times-Union* for the last eight years, has joined the advertising and promotion department of the United Reproducers Corporation, manufacturer of radio speakers.

### H. A. Gamelin with Automatic Machine Company

Henry A. Gamelin is now with the sales and advertising department of The Automatic Machine Company, Bridgeport, Conn., manufacturer of Coulter Automatics. He formerly conducted an advertising service under his own name at Springfield, Mass.



## "..FORTY CENTURIES LOOK DOWN UPON YOU"

Thus Napoleon inspired his legions in the shadow of the Pyramids. Today, veneration for tradition in the fine, old workshops of Southern New England holds to high level the skill of an army of master-craftsmen. It is our privilege to number among our clients several nationally-known manufacturers whose products have set quality standards for nearly a hundred years.

## THE MANTERNACH COMPANY *Advertising*



55 ALLYN STREET  
HARTFORD, CONNECTICUT



## *The Bulletin for Agents and*

*The Associated Business*

# ★ hence all should know advertising

*Both dealers and jobbers must  
be taught its real function in a  
buyers' market.*

**I**N a buyers' market advertising primarily must create demand by establishing new habits and customs of use. Highly competitive advertising fails of its purpose, which is to create preference for a given commodity or service, by actually tending to constrict the market, and to demoralize it from the standpoint of profits.

Wise distributors therefore, both collectively and individually, seek to utilize their purchasing power to influence producers toward creative advertising. It is the function of the

business press in each field of merchandising to encourage the widest possible discussion of this important principle. A vast host of trade evils results from this misconception of national ad-

## *of Marketing Facts Advertisers*

*Every A.B.P. paper*



*is an A.B.C. paper*

Papers, Inc., 52 Vanderbilt Ave., New York

# *distributors HOW national ACTS!*

vertising's function. It is the duty of editorial leadership to correct them.

The A. B. P.—an organization of the leading business papers — fully recognizes this obligation and this opportunity for service. It joins with progressive advertisers and agents in all fields in promoting the use and understanding of that advertising which is designed to build markets rather than to divide or depreciate them.

Advertisers and agents who seek special information or advice as to



The Engineering-Economics Foundation has established scientifically the principle that "Factual Wealth" (knowledge and education) must precede the growth of material wealth on the part of distributors as well as producers and consumers.

Producers must know markets and how to develop them. Consumers must know wants and how commodities or services will satisfy them. It is equally important that the middle factor, the distributor, must know his relation to both the producer and the consumer and how he can act in his own best interests with reference to both. It is this sort of factual wealth which it is the function of the business press to supply.

the application of the creative principle in specific cases are invited to write to A. B. P. headquarters for market development and trade extension data.

# 12 x 20

No matter what rate you pay at the Atlanta Biltmore, you are sure of a spacious, airy room. The smallest one in the hotel is 12 x 20 feet. Every room is an outside room, with ceiling fan, (private bath, of course) and circulating ice water in every room. Large windows that give plenty of light and air—and a pleasing view.

## RATES

Single: \$4.00, \$5.00, \$6.00

Double: \$6.00, \$8.00, \$10.00

30 Rooms at \$3.50

## Atlanta Biltmore

The South's Supreme Hotel

## How Better Business Bureau Will Work with Publishers

National Better Business Bureau Announces Program Which, in Co-operation with Periodical Publishers and the Federal Trade Commission, Will Guide Work of Eliminating Fraudulent Copy.

THE National Better Business Bureau has announced the procedure under which it will operate in its work of eliminating fraudulent advertising from publications. This program has been worked out in conference with leaders in the publishing industry and has been presented to the Federal Trade Commission which has expressed a willingness to co-operate in every way possible.

The program is a further step in carrying out the intent of a resolution passed by periodical publishers at a meeting held last October under the auspices of the Trade Commission. This resolution asked the Bureau to set up machinery which would enable it to warn publishers against fraudulent advertising which might appear in their publications.

The plan is explained to publishers in a bulletin sent them by the Bureau. The plan is as follows:

*First:* The Bureau shall investigate, by defined classifications, periodical advertising which, from examination, appears to be seriously deceptive or fraudulent. In the main this advertising will consist of purported remedies, appliances, etc., which are detrimental to public health and welfare. These are divided into five groups:

### A. Medicinal drugs:

Fat reducing  
Glands  
Asthma  
Piles  
Female weakness  
Bladder  
Also fits, stomach troubles, colds, goitre, dropsy.

### B. External health and beauty appliances:

Facial skin cures  
Bone straighteners  
Hair dyes  
Fat reducing  
Bust developers  
Baldness  
Rupture

**Deafness**

Hair removers

Also piles, eyelash growers, panaceaas, leg sores, rheumatism, corns, bunions, optical.

C. Tobacco cures

D. Jewelry

E. Puzzles

In this phase of the program, the Bureau will major in one classification at a time and, when complete information has been obtained, will make it available to publishers and the Federal Trade Commission.

*Second:* The main operating program of the Bureau consists of programs pertaining to defined industrial lines whereby standards of practice are provided and transgressions, deceptive or fraudulent in character, are defined and eliminated. This type of operation removes many undesirable practices among advertisers of legitimate products and is of practical value in assisting the censorship of periodical publishers.

*Third:* Specific complaints not included in the Bureau's defined industrial programs, which are called to its attention, shall be investigated and if the investigation develops practices of fraud which cannot be eliminated by adjustment, periodical publishers and the Federal Trade Commission will be so advised.

*Fourth:* If satisfactory adjustment cannot be obtained from publishers on advertising of a fraudulent character, a formal complaint will be presented to the Federal Trade Commission by the Bureau. (Such action is incumbent upon the Bureau under the resolution passed by the publishers.)

*Fifth:* It is desirable that the Federal Trade Commission co-operate with the periodical publishers and the Bureau to make the agreement, obtained at the trade practice conference, effective by advising the Bureau of its complaints involving periodical publishers on fraudulent advertising.

*Sixth:* The Bureau will welcome suggestions to make more effective the resolution consummated by the publishers.

It is the opinion of the Bureau that, by investigating in accordance with defined classifications of products, sufficient information can be obtained to supply publishers with the facts to eliminate from their publications, propositions that are of a fraudulent character. At the same time, such a procedure, it is believed, will make it impractical for fraudulent practitioners to renew or bring out new fraudulent propositions.

### Food Account to Fitzgerald Agency

National Foods, Inc., New Orleans, manufacturer of Marvel margarine, has appointed the Fitzgerald Advertising Agency, Inc., of that city, to direct its advertising account.



## Does your DIRECT MAIL make you run in CIRCLES ?

If your valuable time is spent coordinating the myriad details of direct mail—

If printer, letter house and mailing plant cause you to run in circles to get things done—

You'll heartily welcome the all-inclusive direct mail service we offer.

Creation and production—  
or production alone—super-  
vised from start to finish by  
men who *know* direct mail  
selling.

## COYNE

and COMPANY, Inc.

131 DUANE STREET  
NEW YORK

( Sales Counsel — Market Analysis  
Plan — Art — Copy  
Printing — Letter Processing  
Addressing — Mailing )



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COMMON INDUSTRIAL MARKETING AND

---

## GOAL REACHED THREE TIMES OVER

. . . 56% sooner than expected  
. . . at 37% of estimated cost

IT was a service in which American industry was felt to be interested....a type of service that is available probably once in ten years. It was guaranteed operative for only six months but productive of results for an indefinite period.

The original estimate was that nine months would be required to close out this service 100%. *It took less than four months.*

Advertising cost was originally estimated at \$80,000. *It took only \$30,000.*

Today, the service is oversubscribed by 300%.

## McGRAW-HILL

New York Chicago Cleveland Detroit Philadelphia Louis

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## TIN AND ADVERTISING PROBLEMS

*No 46 of a series of advertisements conceived to help the advertising profession make more effective use of Industrial Advertising.*

**W**HAT was responsible for this rapid selling job?

It was an advertising agent who recognizes the principle of using industrial publications to influence industrial action. He was assigned the job together with an appropriation that was much below what he and other advertising men estimated would be necessary.

He prepared what was purely and simply a business paper campaign. The schedule comprised 12 papers in all. Ten of these were McGraw-Hill Publications.

This by itself probably proves nothing. Added, however, to the evidence we have been citing in *Printers' Ink* for nearly two years, does it not show conclusively that: (1) the advertising pages of responsible business papers are read; that (2) they are read by decision men; that (3) they are read promptly; that (4) they produce results when measured on a basis of sales?

## PUBLICATIONS

Louis    Greenville    San Francisco    Boston    London

**THE LARGEST CIRCULATION  
AT THE HIGHEST SUBSCRIPTION PRICE  
OF ANY HARDWARE PAPER**

**Today, the circulation of  
HARDWARE AGE  
is at the peak of its  
74 years of publication**

**20,114**

**NET PAID A. B. C. CIRCULATION  
December 31, 1928**

The effectiveness of the editorial service of **HARDWARE AGE** is conclusively attested to by its consistent growth at the highest subscription price of any hardware paper—\$3.00 annually—although numerous hardware papers are sent to these identical readers free and uninvited.

**HARDWARE AGE** is bought exclusively on its editorial appeal and merit—no extraneous services are offered to subscribers.

This concrete evidence of reader interest—expressed in coin of the realm—is the advertiser's best insurance that his message is reaching a receptive, attentive and influential audience.

Experienced manufacturers recognize the superior penetration of **HARDWARE AGE** into the hardware market by investing more advertising dollars in **HARDWARE AGE** than in all other national hardware papers combined.

*"A U-B-P Publication"*

**HARDWARE AGE**

**239 West 39th Street**

**New York, N. Y.**

*Charter Member A.B.C.*

*Charter Member A.B.P., Inc.*

# Congress Is Given Seven Plans to Lessen Unemployment

A Senate Committee Makes a Report on the Causes and Cures of Unemployment

"WE do not believe any more that it is necessary for the baby to have diphtheria and rickets and other 'diseases of childhood.' We have found and are finding methods of preventing these diseases. We should recognize also that there is an obligation on all society to attack, unceasingly, the problem of unemployment."

The quotation appears in a report of the Senate Committee on Education and Labor which, acting in compliance with a Senate resolution (S. Res. 219) has reported on its investigation of the causes of, and cures for, unemployment in this country. This committee, headed by Senator Couzens, held extended hearings during the last session of Congress and obtained the opinions and suggestions of many nationally-known executives and economists.

Under the terms of the resolution, the Committee's hearings were designed to determine the causes of unemployment and the relation to its relief of:

(a) The continuous collection and interpretation of adequate statistics of employment and unemployment;

(b) The organization and extension of systems of public employment agencies, Federal and State;

(c) The establishment of systems of unemployment insurance or other unemployment reserve funds, Federal and State, or private;

(d) Curtailed production, consolidation, and economic reconstruction;

(e) The planning of public works with regard to stabilization of employment; and

(f) The feasibility of co-operation between Federal, State, and private agencies with reference to (a), (b), (c), and (e).

Witnesses were heard on all these phases of the unemployment situation and, based on the information received, the committee made these recommendations to Congress:

1. Private industry should recognize the responsibility it has to stabilize employment within the industry. The Government should encourage this effort in

every way, through sponsoring national conferences, through publishing information concerning the experience had by industries in this work, and through watching every opportunity to keep the thought of stability uppermost in the minds of employers.

2. Insurance plans against unemployment should be confined to the industry itself as much as possible. There is no necessity and no place for Federal interference in such efforts at this time. If any public insurance scheme is considered, it should be left to the State legislature to study that problem.

3. The States and municipalities should be responsible for building efficient unemployment exchanges. The Government should be responsible for co-ordinating the work of the States so as to give a national understanding of any condition which may rise and so as to be able to assist in any national functioning of the unemployment exchanges.

4. The existing United States Employment Service should be reorganized and every employee should be placed under civil service.

5. Efforts should be made to provide an efficient system for obtaining statistics of unemployment. The first step should be taken by the Bureau of Census in 1930 when the Bureau should ascertain how many were unemployed as of a certain date and how many were not seeking employment and yet were unemployed as of that date.

6. The Government should adopt legislation without delay which would provide a system of planning public works so that they would form a reserve against unemployment in times of depression. States and municipalities and other public agencies should do likewise.

7. Further consideration might well be given to two questions: The effect had on unemployment by industrial developments, such as consolidation of capital, and the necessity and advisability of providing—either through private industry, through the States, or through the Federal Government—a system of old-age pensions.

In submitting its report, the committee explained that it was interested, primarily, in the worker who desires to work but who is unable to find it. With regard to the causes or types of unemployment which make it difficult, if not impossible for men of this type to find employment, the committee declared that there are three classes of unemployment—cyclic, seasonal and technological.

Cyclic unemployment, says the

report, "has been like the plague; it has come and gone at regular intervals until it has been accepted as a necessary evil by some who should know otherwise." This type of unemployment, the committee has been informed by experts, can be best attacked through the control of credit.

"Seasonal unemployment," the report continues, "is of more immediate interest because here we have a daily problem, year in and year out, which confronts the industrial leader and society in general. If the business men of the country will solve this problem to the extent it is possible of solution, and will eliminate this waste, the saving to industry will be \$2,000,000,000 a year, according to the testimony of Sam O. Lewisohn, a leader in many industries. . . .

"Technological unemployment covers that vast field where through one device or another, and chiefly through a machine supplanting a human, skilled workers have found that their trades no longer exist and that their skill is no longer needed. What becomes of these men? What can be done about these thousands of individual tragedies? True, this may all be 'the price of progress' but society has an obligation to try, at least, to see that all this 'price' does not become the burden of the worker."

As a result of its hearings, the committee has concluded that absolutely no figures on unemployment at any definite time are available. In this connection it remarked: "If we do not have accurate information on this subject, we may rest assured we are going to have plenty of inaccurate information."

In its remarks on stabilization of unemployment the committee remarked: "Stabilization has been sought and obtained in various ways. One employer has placed practically all his workers on a salary basis, has assured them of a continuous wage throughout the year, and has placed upon them the responsibility of making the industry succeed. Others have established reserve funds and have so arranged them that executives and workers strive to prevent them from being drained.

Others have so ordered their production that it is spread throughout the year. Others have begun the production of articles which are related to the general business plan but which can be produced in periods which formerly were marked by idleness. The testimony is fairly convincing that stabilization can be accomplished in industries which were once regarded as being seasonal in their every aspect."

### Officers of Franklin-Barnes Press and Offset Company

Officers and incorporators of the Franklin-Barnes Press and Offset Company, which, as reported last week, has been formed following the purchase of the Franklin Press and Offset Company, Detroit, by George A. Barnes, are as follows: President, Mr. Barnes; vice-president and sales manager, George A. Crittenden and secretary-treasurer, Harry W. Wigle.

Mr. Wigle has been associated for ten years as manager of sales and production with Mr. Barnes, who is president of the Barnes Michigan Corporation. Mr. Crittenden has been with the Franklin organization, having been vice-president under the late Joseph Meadon and manager for that company's receivers. He will be in charge of the Franklin plant.

### Allen-Hough Buys Carryola Company

The Allen-Hough Mfg. Company, Racine, Wis., has purchased the assets and entire control of the Carryola Company of America, Milwaukee. The two firms, both manufacturing portable musical instruments, have been merged into the Allen-Hough Carryola Company, with headquarters at Milwaukee.

Officers of the new firm are Don T. Allen, president; George P. Hough, vice-president; Gardner P. Allen, secretary-treasurer and Thomas E. Bullard, assistant treasurer.

The Dearborn Advertising Agency, of Chicago, has been appointed to direct the advertising account of the Allen-Hough Carryola Company.

### National Financial Advertisers Elect Dale Graham

Dale Graham, assistant vice-president of the National Park Bank, New York, has been elected a director of the National Financial Advertisers Association.

### Appoints Conklin Mann, Inc.

Won Sue Fun, Inc., New York, manufacturer of facial cream, has appointed Conklin Mann, Inc., New York advertising agency, to direct its advertising account.

# A. B. C. Audit ADDS

—1,381 Daily

—1,248 Sunday

## To World-Herald Circulation

The Audit Bureau of Circulations has just made public an impressive report on World-Herald circulation for the year ending September 30, 1928.

After an exhaustive investigation of the circulation of both Omaha papers for that period the A. B. C. finds:

*The daily average World-Herald net paid circulation during the audited year was actually 1,381 copies larger, and the Sunday average was 1,248 copies larger than The World-Herald reported to the A. B. C. in Publishers' Reports.*

A. B. C. audits frequently *make deductions* from claimed circulations; rarely indeed, do they *ADD* to a newspaper's claims.

The World-Herald's experience is so unique that every advertiser in the Omaha field will find it worth his while to examine the A. B. C. audits of the two Omaha newspapers.

The finding of the A. B. C. audit is a result of a rigid rule which The World-Herald voluntarily applies to its circulation—this:

*Two per cent is deducted from its circulation statements to more than take care of any undelivered papers and copies left over at news dealers, where no returns are allowed.*

The World-Herald does this to absolutely guarantee that the "net paid" it sells to advertisers is actually sold and **DELIVERED** to the reading public.

Its 2% deduction provides an iron-clad insurance that the advertising in its columns goes to the people who pay for the paper they want.

## THE OMAHA WORLD-HERALD

February \*net paid daily 132,638

February \*net paid Sunday 133,783

\*2% deducted to more than take care of undelivered copies and left overs

**NATIONAL REPRESENTATIVES**

**O'MARA & ORMSBEE**

New York

Chicago

San Francisco

Los Angeles

Detroit

# "Millionaires"

## PREFERRED—

***A Circulation for which there is  
no substitute***

**I**F YOUR logical market is to be found among people of more than ordinary means—you can buy a "preferred" advertising circulation of national scope through THE BARRON GROUP — *The Wall Street Journal* :- *Boston News Bureau* :- and *Barron's, The National Financial Weekly*.

Here is a circulation which exists solely because of the vital importance of the daily news and trends in Wall Street to its readers—who read for dollars and cents reasons.

Here is a circulation which reaches, without waste, the greatest number of people who have the most to spend as individuals on fine homes, golf, automobiles, travel, and other luxuries and necessities.

Here is a circulation for which there is no substitute.

*A blanket rate covering all three papers of*

### THE BARRON GROUP

will be quoted to advertisers or advertising agencies upon application

Address either: Paul Howard, Advertising Manager of *The Wall Street Journal*, 44 Broad Street, New York City, or Guy Bancroft, Advertising Manager of *Boston News Bureau*, 30 Kilby Street, Boston, Massachusetts

## ***The BARRON GROUP***

***The Wall Street Journal***

***Boston News Bureau***

***Barron's, The National Financial Weekly***

# How Service Creates Salability in the Farm Market

Mineral Feed Manufacturer Uses Advertising to Show Value of Making a Hog's Time Worth Something

By Richard Weber

"IF you would feed these hogs intelligently instead of letting them run wild," a visitor once remarked to an Arkansas farmer, "you could fatten them in a much shorter time."

"Yes, I know," the farmer agreed, "but what's time to a hog?"

This venerable story is brought to mind by a study of the advertising campaign recently started in farm papers by the Moorman Manufacturing Company, of Quincy, Ill., manufacturer of mineral feeds for hogs. The program departs from the conventional in that its main emphasis is along the line of showing the farmer how to cut the cost of breeding hogs and fattening them more quickly, with the Moorman product being regarded as a more or less incidental factor in the transaction. When a hog's rations are properly balanced, it gets only one-half of 1 per cent of mineral feeds anyway. The company has concluded, therefore, that the best method of increasing the volume of what it has to sell is to advertise and give general service to the hog raiser. In other words, taking issue with the remark attributed to the Arkansas farmer, it regards a hog's time as really worth something and is exerting its whole merchandising program to this end.

Manufacturers of mineral feeds have found it rather difficult to keep away from the patent medicine angle in their advertising. They had constantly to watch themselves lest they should inadvertently make claims for their merchandise that were not justified by the facts. This doubtless was due to the policy of not making the presentation broad enough, resulting in overworking certain selling arguments and causing a constant search for new ones. Farm-paper publishers tell PRINTERS' INK that

they have had a merry time of it in editing this class of advertising copy and in working with manufacturers (with their full co-operation, it must be said) to the end that mineral feeds should be merchandised as such rather than exploiting them as having medicinal qualities.

The Moorman company, in full recognition of all this, had long been hunting for a way in which it could advertise its goods in a thoroughly definite manner. And now in the view of farm-paper publishers and others, it is doing the job in rather a good way, and with a considerable increase in dignity. This is being accomplished through page advertisements in behalf of a free book called "The New Cost-Cutting Plan for Hog Raisers."

The plan was worked out by Archie F. Sinex, president of the National Swine Growers' Association; C. A. Moorman, president of the company; Robert J. Evans, known as the "Dean of Swine Growers"; Samuel R. Guard, editor of the *Breeder's Gazette*, and Albert Stuart, an Iowa farmer who has won national honors as a hog producer. These men, who constitute the Moorman cost-cutting council and are advertised as such, made a thorough study of the subject with the thought of assembling all the latest improved ideas. Their findings were incorporated in the book which now is being advertised.

The Moorman plan of hog raising, under this system, has been reduced to the following seven cost-cutting essentials:

**PRACTICE EFFICIENT SANITATION.** No matter how good a sanitation method is, you can't use it if it costs too much. The Cost-Cutting Council's method not only is a sound one—it is one you can afford.

**SELECT SUPERIOR BREEDING STOCK.** It's the backbone of bigger



# BOOK AND MAGAZINE PUBLISHERS

*Whose Leases  
Expire May 1st*

Will find it worth their  
while to inspect the offices  
for rent at



**386  
FOURTH AVE.**

**At 27th Street**

**Opposite the New York  
Life Building**

**THESE** offices are very  
light, as nearly every foot  
is within 30 feet of windows.

They are readily divided,  
with windows for all depart-  
ments.

Many prominent publishers  
and book dealers are already  
established in this building.

A choice of offices is avail-  
able, ranging from small units  
to an entire floor.

Call at the building or  
communicate with

**SPEAR & CO., Inc.**  
**225 FIFTH AVENUE**  
**Ashland 4200**

*Or Your Own Broker*

hog profits! What to look for in a boar and sow—what State experiments reveal—the most profitable mating period; all is included in the money-making Cost-Cutting Plan.

**CUT FEED COSTS.** Feeding is your biggest production cost of all. A dollar saved on feed is a dollar added to profit. The Council's Plan shows you how to shear a neat slice off that feed bill!

**KEEP BREEDING STOCK FIT.** Large, thrifty litters can only come from healthy sires and dams. The Cost-Cutting Plan tells you how to keep breeding stock in vigorous condition—how to start cutting costs at the beginning.

**PUSH SPRING PIGS RAPIDLY.** There's money in the fast gains on less feed, with less labor! The Council's Plan shows you how to get an early lead in the profit race.

**FINISH 225 POUND FALL PIGS IN SIX MONTHS.** Pigs that require less labor, less cost, and sell higher. There are proved ways of getting them. Learn what these ways are—in the Cost-Cutting Plan.

**HIT THE BEST MARKET MONTHS.** Some months, of course, are far better than others. Which months are best? And what is the most profitable market weight? You'll find the money making answers in the Council's Plan!

There is a complete and profusely illustrated chapter (the story is told mainly by pictures) given over to a "how to" exposition of the best methods of practicing each one of the seven points. The question of feeding the hog naturally has a prominent showing because here is the place for the Moorman company to have its say about its mineral feeds. The farmer is given a number of carefully prepared formulas showing him how to balance the feeds and to rotate them. He is shown, for example, that corn, oats, rye, barley and wheat are one-sided in carbohydrates and fats—that they must be balanced by good proteins to secure the better results which cut costs. It is demonstrated how to supply this protein content through the addition of such items as soy beans, alfalfa and legumes. These, however, are said to be at their best when they are supplemented with minerals. And here, of course, comes in the argument in behalf of Moorman feeds.

The company's farm-paper advertising, naturally enough under these circumstances, talks almost exclusively of this cost-cutting plan. Each advertisement contains



## Cooperation—

### *The Magic Word of Agriculture*

**G**ONE are the days when great corporations dictated milk prices to the struggling farmers of the "New York City Milk Shed." Representatives of the Dairymen's League Cooperative Association, Inc., now meet the milk barons as equals in Conference.

The results are greater stability and a higher price level.

News of price negotiations is transmitted to the members of the Association through their own paper, the Dairymen's League News.

Dairymen read the News as eagerly as you read the publications of *your* industry. If your product will appeal to dairymen or their families, the Dairymen's League News deserves a place on your schedule.

THIS  
MAP  
SHOWS  
"THE  
NEW YORK  
CITY  
MILK SHED"

## DAIRYMEN'S *League* NEWS

11 West 42nd Street, New York.

W.A. Schreyer, Bus. Mgr. Phone Pennsylvania 4760

10 S. LaSalle Street, Chicago.

John D. Ross, Phone State

3652

**W**OMEN are  
your chief  
customers

Club Women are the  
leaders in their  
Communities—

They are Home  
Owners—House  
Keepers—Buyers

## GENERAL FEDERATION NEWS

*a magazine for Club Women*

The authority in its particular field, dominating as a leader in magazines for Club Women. Intimately identified with alert, keen women to whom your ADVERTISING APPEALS DIRECTLY.

17,000 Net Paid circulation and growing—  
Rates upon request. Address

*Business Manager*

**GENERAL  
FEDERATION  
NEWS**

1734 N Street, N. W.  
WASHINGTON, D. C.

a photograph of some member of the Council and a general exposition of the subject of hog raising for profits. There is a tear-off coupon on which the farmer can order his copy of the book. It is taken to him personally by one of the Moorman agents, who utilizes this opportunity of establishing contact and offering his services.

Service, by the way, is the entire foundation of the Moorman distribution plan. The feeds are sold direct to the farmer by the company's own representatives, no retailers being used. These representatives are experienced hog raisers who have an expert knowledge of the theory and practice of creating what the company is pleased to call "pork producing machines"—hogs, in other words. They may be perhaps farmers or agricultural college graduates. Their fundamental knowledge of hog producing must be achieved before they form their connection with the company. They are, however, given an intensive training in selling which usually consists of a two weeks' course.

Each representative is given a certain territory small enough so that he can cover it with a sufficiency of the personal element. He has a central location in the district where he can be reached by telephone, mail or in person. He often is called into consultation by farmers to help them out in some emergency having to do with their hogs. What it really amounts to is that the Moorman representative is a consulting expert whose services can be had at any time by the farmers in his district without cost.

Greeting Card Account to  
H. S. Howland Agency

The Thistle Engraving and Publishing Company, New York, manufacturer of greeting cards, has appointed the H. S. Howland Advertising Agency, Inc., New York to direct its advertising account. Magazines are being used.

R. H. Shankland with Olson &  
Enzinger

Ralph H. Shankland, former editor of *Radio Advertising*, Chicago, has joined Olson & Enzinger, Inc., Milwaukee advertising agency, to direct a newly-organized radio advertising department.



# The NEW SOUTH is HERE!

**T**HE South is logically and progressively becoming a great industrial section. Northern textile mills and factories are moving South; Northern capital is investing in the South; but the greatest indication of healthy, permanent growth rests in the fact that over 75 per cent of the development has been instigated and financed by Southerners. *The returns from these investments remain and are spent where they are made.*

This great New South faces a prosperity such as it has never known before. Mills and factories are running at full capacity. Payrolls have more than doubled in the last five years. Salaries are good, living expenses are moderate! The people of the South have money to spend. Here is the most rapidly developing section of the country,

a huge potential market for your product.

*The W. R. C. Smith Publications have played a part in the great awakening and development of the South. They have the confidence of the people. They give you the proper approach to the market. Their advertisements sell your product. Investigate.*

**COTTON**, with its circulation of 9,000 each month, covers the rapidly growing Southern textile industry.

**SOUTHERN HARDWARE**, goes to 7,500 worthwhile hardware dealers and jobbers in the South.

**SOUTHERN AUTOMOTIVE DEALER**, reaches the most progressive wholesalers, jobbers and dealers in automobiles and accessories. Net paid circulation 13,000.

**ELECTRICAL SOUTH** has a circulation of 5,500 copies going to the central stations, jobbers and dealers throughout the South.

**SOUTHERN POWER JOURNAL** dominates the power magazine field in the South. Its total net paid circulation of 20,000 includes power plant owners, superintendents, chief engineers, and master mechanics.

**W. R. C. SMITH PUBLISHING CO.**  
**ATLANTA, GA.**



## Get distant PHOTOGRAPHS Quickly

*Your copy of this book awaits you*

Your local commercial photographer will give you a copy of "The Four Thousand Mile Lens"; or write to National Advertising Headquarters, P.A. of A., 136 E. Market St., Indianapolis.



**N**OW you can get a photograph from a distant city without a bit of bother. The man who makes your regular commercial photographs will pass your instructions to an associate member in any distant city. A print will be delivered to you through your local photographer in the regular way.



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## Structural Steel Gets a Distinctive Color

A NEW use for color in advertising is being tried out by the Hay Foundry and Iron Works of New York, fabricators of structural steel. In the case of this material, the application of the color principle is much more difficult than with the ordinary article of merchandise, for the product is the steel framing of a skyscraper projecting its lattice-like form above the city streets.

Structural steel usually arrives on the location painted a dull red. It is coated with this paint as a means of preserving its surface. As the structural steel is erected, the red is painted over with a coat of black. The Hay Foundry and Iron Works has decided to break with tradition and hereafter it will paint all of its erected steel a vivid yellow. The new color application makes its first appearance in connection with the steel erection on the Louis Adler Building in New York which is being constructed on the site formerly occupied by the Pictorial Review Building.

The Hay Foundry and Iron Works made a special study of color psychology before determining to adopt yellow as a distinctive mark of their work. Yellow was selected only after careful consideration of all the known factors. The fact was well considered that yellow is sacred in China, that it is used to paint the abodes of felons in other countries, and elsewhere it is often used as a symbol of quarantine. Yet a yellow frame arising above the streets of New York may not necessarily connote any of these things. As a matter of fact, mankind is unobserving of color unless it is novel, emphatic, ludicrous, or out-of-place. Yellow will contrast with the color of the buildings and the sky around. It will contrast with the steel framing which is being erected on all sides by other fabricators. It is figured that the novelty of the color will awaken

## Don't Blame It All On the Engraver— Often It's the White On Your Copy

If you have had trouble with halftones, check up on the kind of white used by your art department.

Play safe after this by specifying Weber Reproduction White.

This white—made specifically for engraving purposes assures true reproduction value . . . is free from lead . . . opaque . . . permanent under all conditions—an ideal medium for air-brush work, as it will not clog.

  
**F. WEBER CO.**

**ART SUPPLIES**

Since 1854

Main Office and Factory

1220 Buttonwood Street

**PHILADELPHIA**

St. Louis

Baltimore



When your market is skilfully and comprehensively analyzed, you will know how much and what part of your selling job can or *must* be done by your advertising—and what remains for your sales force to accomplish.

Advertising and selling, to be effective, must be coordinated; else they cannot reach their maximum effectiveness.

An Eastman survey is a prime factor in such coordination.

## R. O. EASTMAN Incorporated

7016 Euclid Avenue . . . Cleveland  
113 West 42nd Street . . . New York

There is hardly any business which cannot profitably tell its story with the aid of a carefully planned & well-printed *book*.



CURRIER & HARFORD  
LTD • 460 W. 34th STREET, N. Y.

interest; that it will have vividness, and that it will be appropriate.

Yellow will be a distinctive mark of the work of the Hay Foundry and Iron Works. It is planned in time to make it the "finger-print" of Hay on the skyline of New York.

The selection of an appropriate and at the same time a distinctive coloring for structural steel was considered most important. Its advertising value can be obtained only while the steel framing of a skyscraper is standing unadorned. In the brief space of a few weeks it must make its appeal to the thousands who pass it daily.

It is a common practice for contractors to attempt obtaining some advertising value from the distinctive appearance of their tools and equipment. It is usually the case that these are all painted the same color and the lettering on the carts, wagons and tool-houses is the same in style. These, however, rarely appear above street level, whereas the yellow steel frames by Hays Foundry and Iron Works will project themselves several hundred feet into the sky. They will be plainly visible for miles around and even from vantage points in New Jersey and neighboring suburbs.

### Don Knowlton Heads Cleveland Financial Advertisers

Don Knowlton, publicity manager, Union Trust Company, Cleveland, was elected president of the Cleveland Chapter of the Financial Advertisers Association, at its recent annual meeting. T. L. Bailey, Otis & Company, was elected vice-president.

Frederick E. Gymer, assistant publicity manager, Cleveland Trust Company, and W. W. Pierce, Cleveland Press, were re-elected secretary and treasurer, respectively.

### To Direct Union Paper & Twine Sales

W. M. Cravens has been appointed sales manager of the Union Paper & Twine Company, Detroit.

### Appoints Porter Agency

White's Quaint Shop, Westfield, Mass., mail-order gift shop, has appointed The Porter Corporation, Boston advertising agency, to direct its advertising account.

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**A manufacturer writes:**

"Our Pathscope film shows complicated processes, care and precision in production, with remarkable clearness and vividness. It has enabled us to get our story across in a way that would be impossible in any other medium."



## "I didn't know we had a 'MOVIE' story"

### *How an industrial film can be built to do a specific sales job:*

It may be in your plant—product—idea—service. A business "movie" is there that can tell your selling story compellingly—where it counts. Where are you selling? To a few executives only, to distributors, dealers or consuming public? Every Pathscope film is built to concentrate on the actual buyer. Let us study your problem and suggest just where a movie can be used profitably.

### *"Get over" Plant and Process dramatically*

*With a portable projector and film your salesman can readily get a bearing with the important individuals and groups he might otherwise not even see.*

A Pathscope production takes your plant

straight to the customer—explains your process with logic and power which the most stellar word-artist cannot attain without it. Every trait of your product is faultlessly demonstrated as you plan it—without omission or error.

### *A complete professional service*

The Pathscope Company is equipped to produce your film from scenario to final prints. The Pathscope animated diagrams and cartoons are famous for their sales punch. Special directors and writers, experienced in many phases of selling, work closely with their clients' organizations to insure accuracy and vividness.

Let Pathscope study your problem. We are always glad to submit tentative plans and estimates on request.



"I showed my new Pathscope film at this one meeting. The men there were the ones I wanted to reach, and they received the picture with enthusiasm. Our complicated processes were made clear and vivid. The film has already done its job."

## THE PATHSCOPE CO. OF AMERICA, INC.

Executive Offices: 35 West 42nd Street, New York City  
Laboratory: Pathscope Building, Long Island City

**"PRODUCERS AND DISTRIBUTORS OF BUSINESS FILMS"**

## The Y. W. C. A. Camps

*with attendance of more than  
100,000 Girls*

*offer you a huge MARKET for  
your products*

*Complete your sales campaign  
and make record sales this year  
through*

*The "Y" Service of the Adver-  
tising Department of*

## The Womans Press

*The official national magazine of the  
Young Women's Christian Association*

*For complete plan of services to  
fit your particular product, write*

*Clara Janouch, Adv. Mgr.*

**THE WOMANS PRESS**  
600 Lexington Ave., N. Y. City



12 YEARS A FREE LANCE  
**DESIGNER**  
A BROAD EXPERIENCE  
SERVING A VARIED AND  
EXACTING CLIENTELE.  
EVER READY FOR YOU  
ALWAYS DEPENDABLE.  
**RALPH E.  
DEININGER**  
344 W. 28 N.Y.C. LAC. 4749

## Art Directors Club to Exhibit in May

**T**HE eighth annual exhibition of advertising art, sponsored by the Art Directors Club, will be held at the Art Center, New York, from May 4 to May 31. Entries, this year, will be divided into nine classifications. These are:

Paintings and drawings in color.

Figures.

Still life.

Miscellaneous.

Black and white illustrations.

For halftone reproduction.

For line reproductions.

Posters and car cards.

Decorative designs.

Photographs, untouched and retouched.

Packages and Merchandise.

The first award in each group will be a medal, called the Art Directors Club medal, designed by Paul Manship. The Barron Collier medal, designed by Gaston LaChaise, will be made in the group of posters and car cards. The Society of Illustrators silver medal will be awarded for the best work done by a member of that society. Honorable mention will be given at the discretion of the jury with certificates of awards.

This year, entry may be made of advertisements which have appeared between January 1, 1928, and March 1, 1929. Proofs or clippings of such advertisements are to be sent to Caroline Fleischer, exhibition secretary, who is located at the Art Center, 65 East 56th Street, New York. Selection will be made from these proofs and, on notice of acceptance, originals are to be forwarded. The closing date for proofs is March 18, for originals, April 13.

Members of the exhibition committee are: Peirce Johnson, chairman; George L. Welp, vice-chairman; Walter Whitehead, J. Burton Stevens, Arthur Munn, John Tarlton, Henry B. Quinan, Edward F. Molyneux, Heyworth Campbell, Merritt Cutler and Jerre Whitehead.

Merlin Kennedy has joined the copy department of the Wilson Advertising Service, New Orleans, La.



# CHAIN STORE REVIEW

Vol. II

No. 3

## COVERAGE UNOBTAINABLE ELSEWHERE

With more than 30,000 circulation, Chain Store Review gives you the greatest possible coverage of the \$10,000,000,000 chain store market,—

And its rate per thousand circulation is the lowest rate of any publication reaching this field.

For rates or further information phone, wire or write—



Chain Store Review, Inc.  
1732 Graybar Bldg., New York City  
929 Straus Bldg., Chicago, Ill.



# RALPH PULITZER

announces the appointment  
of

## E. M. ALEXANDER

as

### VICE-PRESIDENT

In Charge of Advertising

Effective April 1, 1929



Mr. Alexander will assume full and complete  
direction of the Display Advertising  
Department of

**The World**



**The Evening World**

NEW YORK

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# Are Personal Signatures on Letters Worth While?

And Should the Privilege Be Extended to All Correspondents or Only to Officers and Department Heads?

SCOTT, FORESMAN AND COMPANY  
CHICAGO

## Editor of PRINTERS' INK:

I want to get information about the experience of other business companies relative to a personal signature on company correspondence. In other words, is the personal signature worth while? Our executives' letters here are signed, but correspondents' letters go out with the typed company signature.

Could you refer me to issues of your magazine containing articles on this subject? Perhaps you extend your service to other publications.

I shall appreciate any help you can give me.

(MRS.) DORIS B. FLYNN.

THE opinion of business concerns as to the use of the personal signature on company correspondence is reflected in current practice. Out of nearly 1,000 letters examined, in a miniature survey conducted for the purpose in the offices of PRINTERS' INK, only four letters were signed with the typewritten name of the company alone and without the pen-written signature of an individual. Of these four, one was the letter of an English company, which had some initials written through the typewritten name of the firm. The letterhead, however, was imprinted at the top in red ink, "Please address your reply to Technical Library." This letter should hardly be counted, as perhaps general practice in England favors the omission of personal signatures from business correspondence.

Another one of the four had the firm name typewritten, followed by the typewritten words, "Advertising Department," with the initial "K" written through it. Perhaps this letter shouldn't be counted either, for the "Advertising Department" indicated its source.

Not including this letter in the count, leaves two letters out of nearly 1,000 which were signed with a company name but with no individual or department name. Neither were there any pen-written initials near these signatures,

though there were, at the left side of the letter, the usual typewritten initials indicating dictator and typist. Both concerns were manufacturers and national advertisers.

All the other letters in the collection examined were signed in ink with a person's name generally in addition to the typewritten name of the company. Generally, also, the person's title or the name of his department followed his signature. Sixty per cent of the total letters were from manufacturers and national advertisers, and the remaining 40 per cent were made up of large publishers, mail-order companies, associations, wholesalers and retailers.

As to how far down the line it is the practice to allow individuals in an organization to sign correspondence, it is interesting to note that the letters examined showed the signature of company officers, managers, buyers, department heads, and, in the case of about 10 per cent of the total letters examined, names that had no title attached to them but which were followed simply by the name of a department, such as "Research Department," "Sales Promotion Department," and the like.

The consensus of opinion today on the use of a personal signature is overwhelmingly in favor of it. In fact, so rare is it to see a letter signed only with the typewritten company name that the recipient generally regards the absence of the personal signature as an oversight. The practice in very large organizations is to permit only officers, department managers, assistant managers, and secretaries to sign letters with personal signatures. All others generally sign the department manager's name or sign their own names and follow it with the name of the department.

Reasons for the popularity of personally signed letters are not hard to find. The present tendency

## An Opportunity For a Printer-Sales Executive with *abilty* plus

This advertisement is inserted by the absentee owner of the controlling interest in a commercial printing-lithographing business, now doing a business well toward half a million yearly, but for lack of sales direction not making the profit it should.

The concern is highly regarded and is located at one of the best strategic points in the country. It has well established specialties, including high-class typography and color work. Labor conditions ideal.

The business needs a Sales Executive who can put more profitable business on the books and successfully apply a new vigor to present price policies.

To a man who can qualify, and who is willing to bet on himself, a fair salary will be offered, with a stock bonus based on profit increase. With the exceptional capacity demanded, ultimate control is a possibility.

Cash not required, but a man who can invest can make a more advantageous contract. One who can buy out the advertiser entirely, a still better one.

Answers not desired from men of mediocre attainment, nor from persons to whom the proposition looks inviting, but who are only ambitious. This is a proposition only for the man who can step into an organization, take the helm, secure cooperation from a force now exceptionally loyal, and build business and profits without experimenting. A big order! But it will pay handsomely the man who can fill it.

Address below in confidence. My agent in New York will forward such replies as seem worthy of consideration, or will meet by appointment any who prefer oral to written inquiry.

"U," Box 141, Printers' Ink  
185 Madison Avenue, New York City

is to emphasize the personal side of business relationships—to meet the customer with a smile and a handclasp and to make him feel that he is doing business, not with a machine, but with human beings. On its more practical side, the personal signing of letters makes for efficiency and expedition in distributing and answering correspondence.

Where dignity and caution led many old-established houses to lay down the rule with regard to their correspondence that all letters "must be addressed to the company and not to individuals," and that all outgoing correspondence must be signed only with the name of the firm, the present feeling is that personal interest and promptness in handling are more important in the sales department than dignity and caution. Large business organizations open all incoming mail, whether addressed to the company or to persons, except mail marked "Personal," and the use of a person's name and department insures rapid distribution and prompt attention.—[Ed. PRINTERS' INK.]

### Mail-Order Sales for February

The National Bellas Hess Company, Inc., reports sales for February of \$2,552,431, against \$2,625,775, for February, 1928, a decrease of 2.7 per cent. Sales for the first two months of this year were \$5,368,964, against \$5,126,887, an increase of 4.7 per cent.

The Spiegel May, Stern Company, Inc., for February, reports sales of \$1,730,000, against \$1,432,022 for February, 1928, an increase of 20.8 per cent. Sales for the first two months of this year amounted to \$3,355,000, against \$2,362,309, an increase of 42 per cent.

### L. P. Dutch with Doremus Agency

Leon P. Dutch, for the last three years an independent merchandising and selling counselor for New England banks, and formerly New England representative of the Butterick Publishing Company, has joined the Boston staff of Doremus & Company, advertising agency.

### To Publish Trade Paper for Delicatessen Field

The Food Shop and Delicatessen News is a new monthly magazine which will be published by the Display Publishing Company, Cincinnati. The first issue will appear May 1. The type page size will be 7 by 10 inches.



# Boring from within

**I**T used to be easy to work a territory at long range. Today—it is nearly impossible. Hand-to-mouth buying demands hand-to-mouth selling,—warehouses spotted to serve each major market swiftly from its logical center.

That factor makes or mars an advertising campaign. It may be influencing the results you are getting for some of your clients. It will pay you to find out.



*Send for this  
Booklet!*

It contains the fundamental facts about Atlanta as a location for your Southern branch.

The Atlanta Industrial Bureau is ready to help you find out—without charge or obligation, and in the strictest confidence.

**Write**

INDUSTRIAL BUREAU, CHAMBER OF COMMERCE  
9152 Chamber of Commerce Building

# ATLANTA

Industrial Headquarters of the South —



## SALESMEN Field Managers

**\$10,000 to \$20,000**

Exceptional opportunity for the really big-time salesman who can do big things and show others how.

With advertising service company of national scope, leader in its field.

Unless you have sold big, difficult propositions and met with unusual success and are of good character, habits, and in your prime, don't apply.

Write, giving complete information, or call in person.

**ARTFILM STUDIOS, INC.**

P. O. Box 418

Cleveland, Ohio

## Long Established 4A Agency Wishes to Place

One of its best men  
as

**ACCOUNT EXECUTIVE  
COPY CHIEF**

**PLANS and RESEARCH MAN**

We can and will "go to the bat" for this man because he knows advertising—not simply as a salesman but as a craftsman. After all, advertising is more than selling in print. It is showmanship; and this man knows how to put on a good "show."

Though inserted with regret, there are good and sufficient reasons for this advertisement, which we will be glad to explain to interested parties.

Address "E," Box 282, Printers' Ink

## References Will Help Develop Plan for Client

**THE LEE E. DONNELLEY COMPANY**  
CLEVELAND, FEB. 21, 1929

*Editor of PRINTERS' INK:*

Thank you very much for your courtesy in sending us references to articles you have published on the subject of indirect advertising.

These references will serve us very effectively in developing the plan we have under way for our client.

**THE LEE E. DONNELLEY COMPANY.**

## With Pontiac Engraving Company

Vernon J. Everton, formerly president and general manager of the Bluff City Engraving Company, Memphis, Tenn., has joined the Pontiac Engraving and Electrotpe Company, Chicago, as manager of its electrotpe division. He was, at one time, president and general manager of the Everett Engraving Company, Detroit.

## Acquires Bates Valve Bag Corporation

The St. Regis Paper Company New York, has acquired the Bates Valve Bag Corporation, Chicago, which will be operated as a subsidiary, continuing under the name of the Bates Valve Bag Corporation.

## E. L. Weaver Joins Bowman, Hoge Agency

Ernest L. Weaver, formerly manager of the printing division of the Fullerton Publishing Company, Toronto, has been appointed copy chief and service manager of Bowman, Hoge, Ltd., advertising agency of that city.

## Los Angeles Agency Joins Lynn Ellis Group

The Henry E. Millar Company, Los Angeles advertising agency, has become affiliated with the Lynn Ellis group of advertising agencies, as its representative in that city.

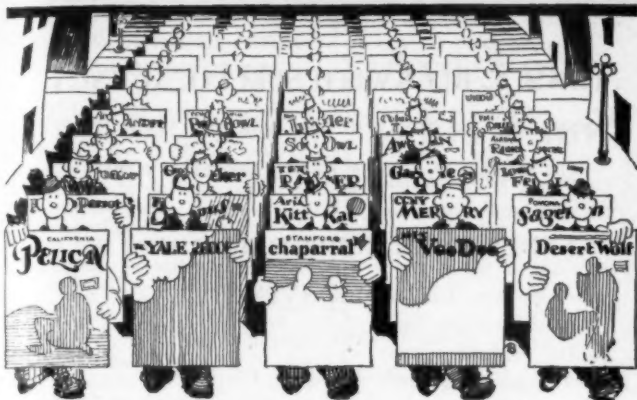
## E. F. Emmel with New Or- leans "Item-Tribune"

E. F. Emmel, formerly advertising manager of the Indianapolis Star, has become manager of the classified advertising department of the New Orleans Item-Tribune.

## Devine-Wallis Changes Name

The Devine-Wallis Corporation, New York, publishers' representative, has become the Devine-Tenney Corporation. The change has been made to include the name of Walter I. Tenney, Western manager.

W. B. Chapoton has resigned as sales-promotion manager of the Freuhauf Trailer Company, Detroit.



## To Advertisers and Their Agents

COLLEGE HUMOR Magazine presents the COLLEGE COMICS. There are 110 of them and they form the local background for intensively reaching the 900,000 young men and women attending our universities and colleges.

They are edited and managed by their own student body and can thereby secure for the advertising manufacturer a merchandising service which can be made a very tangible asset.

COLLEGE HUMOR, a national magazine, has enjoyed its editorial and business co-operation with these outstanding local magazines and is pleased to be able to call the attention of advertisers and agents to the value for them in selecting this new way to increase the sphere of their sales influence.

Any local college magazine will be glad to procure market evidence upon request.

**J. M. Lansinger**  
*Publisher*  
**College Humor**

## THE S. C. BECKWITH SPECIAL AGENCY

ANNOUNCE THE REMOVAL OF THEIR NEW YORK OFFICE

ON MARCH 18, 1929 FROM THE WORLD BUILDING

TO

**NEW YORK CENTRAL BUILDING**

**230 PARK AVENUE**

"AT THE GATEWAY TO A CONTINENT"

TELEPHONES VANDERBILT 2522-2523-2524-2525

### BRANCH OFFICES

UNION TRUST BUILDING, CHICAGO

FORD BUILDING, DETROIT

SYNDICATE TRUST BLDG., ST. LOUIS

INTERSTATE BUILDING, KANSAS CITY

GLENN BUILDING, ATLANTA

RUSS BUILDING, SAN FRANCISCO

1135 No. 65TH STREET, PHILADELPHIA

## Account Representative Available April 8

**A**N 8-pp outline of my personal and business history has been prepared as a sort of preliminary, though one-sided, interview, and can be obtained, on request, by a responsible officer of any reputable New York Agency with an opening for a man whose record and reputation will bear close inspection.

It covers my early background, business experience before I entered advertising, my 10 years general advertising experience, and that of my 10 years in the agency business—a real "prospectus" of the man I am,

designed to interest a big and busy executive.

It is entirely different from the usual run of applications. No bluff or swank, no juggling or warping of data. Just bedrock facts, refreshingly complete—all you could want to know plainly, lucidly and tersely told, and classified for easy examination.

I have paved a more-than 20-year pathway with sound advertising experience, leading to a position as account representative with a front-rank agency. I am looking for a place I can "marry," in every sense of the word.

**Address "J", Box 147,  
Printers' Ink**



## Reports on Improvements in Insula- tion Advertising

**W**HAT has been accomplished in clearing up advertising abuses in the insulation industry is covered in a report which has been issued by the National Better Business Bureau. The report reviews the Bureau's work from the fall of 1926, when conditions made it necessary for action to be taken, to the situation as it is today.

Following conferences with leaders in the industry, a Standards of Practice was adopted. Since its adoption, the Bureau has answered, within the last year, many inquiries from the public, from the industry and from organizations interested in insulating products. These inquiries have ranged from requests for printed bulletins to information as to whether or not a given advertising claim made by a specific manufacturer was ever substantiated by the submittal of proof to the Bureau.

Case work is carried on as a constant check on all insulation advertising. Files are opened at the instance of the Bureau or upon the receipt of complaints, and advertising statements are discussed with individual advertisers. If proof for a certain claim is submitted, no change in copy is recommended, but if the statement questioned cannot be proved, or if it violates the Standards, its elimination is recommended.

From January to the end of June, 1928, eleven companies submitted files of advertising containing 148 separate advertisements. Inspection of the exhibits showed that the Standards had been violated ninety-seven times. This, the Bureau reports, on the whole is a favorable record.

The survey indicated that copy used in the insulation industry has undergone a decided improvement. In particular, it is reported, disparagement of competing materials has been greatly lessened, although before the Bureau went into the field the use of this type of copy was common. The industry, as a

## Are You this Man?

Advertising agency man to join another experienced agency executive in organizing general agency with headquarters in Chicago. Ability, billing and some capital required. References exchanged. Address "V," Box 142, Printers' Ink, 231 S. La Salle St., Chicago, Ill.

## Wanted— a SALES Manager

One of our clients is entering upon a program of expansion. A seasoned sales manager is a necessary part of that program. The product—an electrical device for the home and for industry, backed by advertising.

The place—New York. The man—one with experience in the electrical field, coupled with the ability to make full use of a rare opportunity. The future is rosy, the present interesting. Reply by letter only, stating full details in first instance.

EVANS, KIP & HACKETT, Inc.  
386 Fourth Ave., New York, N. Y.

### EXECUTIVE SALESMEN A FEW \$6,000 — \$10,000 MEN NEEDED

Our proposition is for the executive type of salesmen whose income average is \$6,000 or better. Men 30 years or more who are looking for a steady commission income. Men who have the personality, confidence, background, to sell an unusual sales service to Presidents of organizations.

This is a real opportunity to help develop the metropolitan market and cash in. Special training for those who qualify. Live leads furnished through our intensive direct mail program now under way. Tell us about yourself in a letter. Address "R," Box 289, Printers' Ink.

### Correspondence Courses WANTED

A large and financially adequate publishing concern would like to acquire one or more additional correspondence school courses. We are in a position to take over courses of instruction now being sold, and to continue collections on outstanding accounts. Also, we are interested in unmarketed courses, especially those of a non-technical nature offering unrestricted selling possibilities. We will be glad to consider sets of books suitable for expansion into home study courses. Please give briefly the outline or contents of your course and sufficient data to enable us to quickly determine its particular field. Replies will be held in the strictest confidence. Address "D," Box 281, care of Printers' Ink.

whole, is now concentrating its efforts on selling the advantages of insulation, having demonstrated its willingness to abandon its former practice of using advertising to attack competitors.

### Now Ford-Parsons-Stecher, Inc.

The Ford-Parsons Company, publishers' representative, Chicago, has changed its name to Ford-Parsons-Stecher, Inc. Walter R. Stecher, with this firm for fourteen years, is now vice-president. Horace M. Ford is president and Fred F. Parsons, secretary-treasurer.

Co-incident with the change in name, Ford-Parsons-Stecher will open a New York office of which Mr. Stecher will be in charge after May 1.

### Pittsburgh Stock Exchange Starts Advertising Campaign

The Pittsburgh Stock Exchange, Pittsburgh, has started an advertising campaign in cities and towns near that city, calling attention to the excellence of the securities traded in on the Exchange. Newspaper space also is being used to urge companies to list their stocks on the Exchange.

### P. C. Treviranus Joins Milwaukee Printing Company

Paul C. Treviranus, for many years business manager and secretary-treasurer of the Trade Press Publishing Company, Milwaukee, publisher of business papers, has resigned to become an executive of the E. F. Schmidt Printing Company, Milwaukee. He was formerly publisher of the Milwaukee Journal.

### William Hoffman with Carroll Dean Murphy

William Hoffman, formerly a copy writer with the Cramer-Krasselt Company, Milwaukee, and the Reincke-Ellis Company and The Caples Company, both of Chicago, has joined the copy staff of Carroll Dean Murphy, Inc., Chicago advertising agency.

### Johns-Manville Appointments

Ken R. Dyke has been appointed general sales promotion manager of the Johns-Manville Corporation, New York, asbestos roofing, building materials, etc. He succeeds A. V. Farr, who is now staff manager in charge of house insulation.

### J. W. Sieverling with "Holland's"

J. W. Sieverling is now director of research of *Holland's Magazine*, Dallas, Tex. He formerly was with Fuller & Smith, Cleveland advertising agency, and advertising manager of Normandy Beach Properties, Miami, Fla.

# This Advertisement

[illegible]

## Brought 39,807 Replies

**—and \$154,750 worth of business... used 93 times in national publications for 3 years, without the change of a word**

Some of our  
**CLIENTS**

*Book-of-the-Month Club.*  
*Simon and Schuster, Inc.*  
*Pelman Institute of*  
*America.*

*Thos. Nelson & Sons (New Century Library).*

*E. Fougere (Rigaud-Mary Garden Perfumes).*

**Sherwin Cody School of English.**

**American Business Builders, Inc.**

**Doubleday, Doran & Co.**  
(Star Dollar and Sun  
Dial Libraries).

*Annette Kellermann, Inc.*  
*Carl Henry Cigara.*

**Robt. H. Ingersoll, Inc.**

**WE** have no preconceived opinions about advertising.

**Regardless of the product, inexpensive tests of varied types of copy first determine the most successful appeal.**

**Secondly, the advertising schedule is based upon the charted results of millions of dollars already spent upon tested copy.**

**The Tested-Copy Plan** enables the advertiser to know exactly the results he is getting for the money he is spending.

**An agency handling for a period of years such accounts as those listed here must produce results.**

**SCHWAB *and* BEATTY, INC.**

## THE TESTED-COPY PLAN in Advertising

**151 WEST 40TH STREET • NEW YORK CITY**

# Are You a Printing Salesman?

**W**E want to add a good man to our selling staff. We are one of the oldest and best known printing-houses in the country. The plant is a splendid one. The spirit behind the plant is, we like to think, honest, straightforward and progressive. In other words, a place with old-fashioned virtues and new-fashioned ideas and equipment.

The man we are looking for will be of the type that will make himself liked, both for his ability to bring business and for his personal qualities. He will necessarily be a big producer, as we are primarily interested in large edition work of the better grade. He will have kept abreast of the changing conditions in the printing business. He will be able to visualize a customer's problems, and to suggest and sell creative work.

*This advertisement has been shown  
to the members of our selling force*

Address "M," Box 286, Printers' Ink

## Does Chain-Store Growth Mean a New Deal for Salesmen?

(Continued from page 8)

accounts conduct merchandising campaigns. They close most of the large sales contracts. They are paid a salary and a small percentage on total volume coming from their respective districts.

"Each sales manager has a number of salesmen under his direction. Each salesman is given a specified territory irrespective of large or small dealer accounts. He is given a quota and his salary is based on that volume. His territory must produce quota in order for him to hold his job. If it exceeds quota he receives from 2 to 3 per cent bonus on business in excess of quota—depending upon the above quota volume. This includes mail orders.

"On the average, one of our road men will not sign up more than 40 per cent of the business coming from his territory. So you can see that he is more of a 'service man' than a salesman. But we must keep him out there every day. He can sell the small ones and at least 'service' the large accounts. Our sales cost for the field organization runs about 5 per cent.

"When we sell a chain we insist on knowing through what stores our line is to be distributed and how much goes to each. This gives us a check on how much volume each territory is entitled to. It also makes it possible for our men to 'service' those stores."

Here's what the advertising manager of the second concern said:

"We have recently changed our method of compensating salesmen, because of decided changes in our method of selling. We are asking our men to be merchandisers and to work with our dealers on merchandising and not be just order takers. They are also required to spend more time in stores and to give more attention to dealers and to the resale of our lines than ever occurs to a commission salesman.

"Our new compensation plan is a guaranteed salary, with a bonus

**\$60,000**  
**\$75,000**

**If you control that amount of high-class printing in New York City or vicinity, a very fine opportunity awaits you.**

**Your reply will, of course, be treated with utmost confidence. Box "G" 283, Printers' Ink.**

## Assistant to Advertising Manager

A leading National advertiser located in one of the smaller New England cities near Boston has a job with a real future for the right man. He should be young—preferably in his twenties. He should have some grounding, not only in National advertising, but in the securing of inquiry results from advertising and in the use of direct mail to convert inquiries into sales through dealers. Write, giving complete details of education, experience and salary expected.

**Address Box 291,  
Printers' Ink**

## First Contact

with prospective home builders enables the retail lumber dealer to control the sale of building material. You can talk to buyers for more than 10,000 lumber yards in the

**American Lumberman**

CHICAGO

Est. 1873

A. B. C.

## TECHNICAL COPYWRITER

### Available

A copy writer whose pen carries the power to clothe your product with convincing dramatic selling appeal.

An executive who can plan; who knows the mechanics of advertising; who can work with other executives with tact and efficiency.

Several years' engineering experience; manufacturers' advertising manager; successful selling; direct-mail sales promotion for a firm of international reputation.

University graduate; 31, married. New York City or vicinity preferred.

"Q," Box 148, Printers' Ink.

## ARTIST WANTED

A small agency has need of another artist whom we can pay for his creative ability first and his technical ability second, willing to throw in the necessary work to make the opportunity he is looking for. Agency experience almost necessary. Must be willing to live in small Southern city. Give details of age, experience, salary in reply. Address "N," Box 287, Printers' Ink.

## Mailing Lists

Will help you increase sales

Send for FREE catalog giving names and prices on classified names of your best prospective customers — National, State and Local — Individuals, Professions, Business Concerns.

99% GUARANTEED by refund of 5¢ each

**ROSS-Gould Co.** 244N. St. Louis

over a stipulated volume of sales.

"Our change had nothing whatever to do with developments in chain-store buying as we have found that, on our lines, we must spend as much time or more with chain-store accounts as with individual dealers.

"Under our new plan of compensation, our representatives will make as much, probably more, as under the old straight commission plan. What is really happening is that they are actually building a business for themselves and for us and for their dealers and not merely peddling. We may possibly expand volume a little slower this way—though there hasn't been the slightest indication of it—but when we have built volume we'll have something we can depend on.

"Under our old commission plan, we used to have varying commissions—one rate on carload, another on L. C. L. and a lower rate on our longest discount customers, many of which were chains or buying syndicates, and a still lower one on close-out patterns. Now our men get a flat rate on all sales above their quota.

"I think you will find many large, as well as some smaller successful manufacturers going to the minimum-salary-plus-bonus-above-quota basis; it better meets the need of present-day marketing conditions as well as helps them to get and hold a higher class of road men."

So, it would seem that after all the light that these several interviews have thrown on the subject—Does the Chain Store Movement Mean a New Deal for Road Salesmen?—these conclusions are outstanding:

- 1—A new deal is at hand;
- 2—Cost of selling the chains must be lowered;
- 3—Fewer salesmen are needed to do the actual selling;
- 4—High-grade men are needed to contact the chains;
- 5—Regular road men must learn to "service" the big accounts while selling the smaller ones;
- 6—Their compensation should be based upon their ability to play the double role, plus the volume of business coming from the accounts or territory assigned to them.

# OLSON & ENZINGER

INC.

MILWAUKEE

ANNOUNCES THE CREATION  
OF A COMPLETELY EQUIPPED

## RADIO ADVERTISING DEPARTMENT

UNDER THE DIRECTION OF RALPH H.  
SHANKLAND, FORMER EDITOR OF  
RADIO ADVERTISING, CHICAGO. A  
HIGHLY DEVELOPED RADIO ADVER-  
TISING SERVICE, ON A PAR WITH  
THAT IN THE OTHER IMPORTANT  
BRANCHES OF ADVERTISING, IS  
NOW AVAILABLE TO THEIR CLIENTS.



# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Russell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 27 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
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NEW YORK, MARCH 14, 1929

## No-Czar to Rule Advertising!

It appears that the proposal to appoint a czar for advertising was not sufficiently sat upon at the 1927 convention of the International Advertising Association in Denver. Readers of PRINTERS' INK will recall that the super-official was even tentatively selected, but that the idea was so thoroughly squelched in advance that its sponsors did not have the hardihood to present it to the convention.

But now it comes up again, with the difference that the gentleman on the throne is to be called a dictator rather than a czar. This apparently is a concession to the trend of the times, and an effort to have the vocabulary of official advertising correct in its relationship to current history. There are

no more governmental czars—not by that name, at least—but there are dictators.

On May 14 the twenty-fifth annual convention—the American end of it, that is—of the International Advertising Association will meet in Chicago. Booster material sent out by the publicity department of the Chicago Association of Commerce in behalf of that event, which the association's Advertising Council is sponsoring, names several leading policies upon which the convention may take action. Among these is the suggestion that it may consider "putting a Judge Landis or a Will Hays into the position of a policy-determining dictatorship," whatever that is.

This may have originated in the fertile brain of the association's press agent (publicity director, he is called) and put out by him just as an innocent little "come hither" gesture. Or, again, the inspiration may have come from among the association's officials.

But in either event, we feel that the thinking advertisers of the country will come to one conclusion, which is as follows:

Advertising does not need, does not want and could not and would not use a czar or dictator.

The Chicago *Journal of Commerce* states a part of the case for such advertisers in this editorial utterance:

"In the baseball business, and other businesses that have appointed 'czars,' the impelling cause has been the prevalence of unethical practices. But the kind of people who are members of the International Advertising Association are fairly ethical; no Landis is needed to take precautions against them. As to that small minority in the advertising business who offend against ethics, they need not a Landis but a policeman."

Exactly. And the policeman is the Better Business Bureau, which is given a clearly functioning identity through the workings of the PRINTERS' INK Model Statute against dishonest advertising. A Landis or a Hays, either as dictator or czar, could not operate as



does the Bureau, and back up a patrol wagon, figuratively speaking, to the door of the crooked advertiser—about the only corrective action he can respect and appreciate. At best, the czar would be only a more or less ornamental figurehead, presumably drawing a fancy salary for doing—well, what *would* he be doing anyway, except collecting his pay?

Advertising, as a great business-building force, is too important an element in the country's life to be played with by dilettante theorists who think too much in terms of regal purple. If the International Advertising Association wants to make itself ridiculous and do a bad turn for advertising, it will put a dictator on the job. Not that the dictator himself would be able to do so much damage (he would be no good and good for nothing); but advertising is not so universally entrenched that it could not suffer from the misplaced enthusiasm of its well-meaning friends.

No dictator! He would be wasting his talents. We suggest that he get himself a job that has some real work to it. And then, if he rates a dictator's salary, he will probably get it.

### **An Automatic Brake on the Chains**

the strength and weaknesses of the branch manager system, had this to say in *PRINTERS' INK* recently: "No matter how sincere, hard-working and loyal a branch manager may be, the fact remains that he can never have the same vital interest in the profits of the branch as he would have if his own money were invested."

Mr. Finnie was not discussing chain-store systems, or even thinking of them; but it seems to us that he has here indicated one of the root reasons why chains can never get the strangle hold on the retail business of the country that some people seem to think they are.

The economics of the chain-store way of selling cannot be entirely sound, even theoretically, until this

Haldeman Finnie, general manager of the Timken-Detroit Company, in writing about

baffling personnel question can be answered correctly in the affirmative.

One great grocery chain, for example, has found it impossible to enter the Chicago field because each of its stores has a meat department. It would have to hire union butchers and pay a wage that would make its overhead too high for its lower selling prices. If it priced its goods on the basis of this larger overhead, it would have no advantage over the independent; if it absorbed the higher operating cost, its already narrow profit margin would approach the vanishing point.

"You can't get thoroughly competent store managers for that figure (\$40 a week), can you?" We recently asked this question of J. M. Fly, president of the Fly & Hobson chain, which recently became a part of the Kroger system.

"No we can't," Mr. Fly frankly admitted, "and this is our big weakness to which there seems to be no answer. If we paid more, we would have to raise our prices—or not make a profit."

The man who sells Timken's oil burners makes more money than does the purveyor of Mr. Fly's (or Mr. Kroger's) groceries, and neither is Mr. Finnie in the chain business, strictly speaking; but the personnel problems of both organizations have much in common.

When selling prices are arbitrarily or uneconomically reduced to gain an artificial competitive advantage, either the profits or the personnel must suffer. If the profits have to pay the bill, the only incentive for operating is lost.

It is a tough question for the chains, and the solution is not even in sight. Unless or until human nature undergoes a complete metamorphosis (and what economic force, we venture to ask, can accomplish this?) the chain store is never going to be supreme.

### **What Will Childs Do Now?**

Curiously enough, advertising did not enter into the verbal discussions which took place at the annual meeting of the Childs Company last week. Its lack of mention

was noticeable for the reason that advertising was one of several controversial points aired at the previous annual meeting.

At the 1928 meeting, stockholders criticized the management of William Childs for the lack of advertising which they felt was partly responsible for a falling off of sales. Coming from stockholders, such a demand for advertising won the attention of the advertising world, which has followed subsequent developments with a great deal of interest.

It observed the brief series of advertisements which emphasized a change in policy on the so-called "meatless menus." After a lapse of several months, and following the ousting of representatives of interests opposed to Mr. Childs, advertising told the public of his side of the dispute. His opponents answered all allegations, also by means of advertising. At the same time, an advertising campaign was started which aimed to build patronage for the Childs restaurants.

The battle reached its crisis at last week's annual meeting as a result of which, for the first time in the history of the company, no member of the Childs family is on the board of directors. Advertising was a point of issue, yet when the new management was voted in, no inquiries were made with reference to what its advertising policy might be.

Operations of the company, for the present, will be directed by S. Willard Smith, who returns to the company as senior vice-president. When questioned, Mr. Smith said that there quite likely would be some advertising from time to time. It was apparent from his remarks, however, that no definite opinion is held concerning a program of consistent advertising.

Therefore there arises the question, "What will Childs do now?" If the new management is wise, there can be but one answer. Its quick decision to advertise would be opportune as a force to remove the unfavorable light which dissension casts over a business institution.

### In Need of Agency Advice

It was only six weeks ago that Bruce Barton set forth in **PRINTERS' INK** a proposal for promoting international peace. Briefly, the plan was that each national signatory to the Kellogg treaty should abandon the building of one battleship and devote the money equivalent to a continuous advertising campaign to explain and re-explain the treaty. "If the advertising fraternity of the United States were entrusted with \$2,000,000 for seventeen years," said Mr. Barton, "we could make the Kellogg treaty mean something in the consciousness of the American people."

Possibly the adoption of such a suggestion is too much to expect in this day and age. It is pertinent, though, to point out that it had one most important proviso—namely, that the *advertising fraternity* be entrusted with the job of advertising. We have witnessed advertising campaigns that emanated from Government bureaus, departments, committees and the like, and it is unbearable to think what would happen to the \$2,000,000 appropriation without advertising agency direction.

In a smaller way, one may well be disturbed to learn that \$50,000 from the prohibition enforcement fund has been appropriated for advertising. To the unprejudiced observer it seems that \$50,000 for advertising prohibition enforcement is likely to make no impression whatever. It is a principle generally known among advertising agency men that advertising, in order to accomplish anything, must be used on a scale that is commensurate with the job to be accomplished. Putting prohibition over is a big job—and \$50,000 for advertising would seem to represent just that much money spilled down the same place to which much bad liquor finds its way. If prohibition is worth having, it is worth more than that amount to help make it effective.

### Join Van Name & Hills

John Fulton and Walter Vanderburgh have joined the staff of Van Name & Hills, Inc., New York, commercial art.

—“the most readable book on this subject or any other that has appeared for some time,”

*Mr. Calkins*

*says to advertising men:*

“Mr. Dwiggins has written a book on ‘Layout’ that is the clearest, the most interesting, the most attractive and the most readable on this subject or any other that has appeared for some time. He not only wrote the book but illustrated it, laid it out, designed the cover—in short did the whole job in the most inspired Dwigginesque manner, and all the layouts with which the book is profusely decorated, instead of being clipped from current magazines are original creations of Dwiggins’ own.

“The object of this bit of enthusiasm is to urge every advertising man to secure a copy without delay and read it carefully. I promise him it will give a new conception of the advertising job from the physical point of view, and it will give him hours of real entertainment. The book is beautiful to look at, has been faithfully produced by Harper & Brothers, and can be bought for the ridiculously small sum of \$7.50.”

*Paul Hollister, Batten, Barton, Durstine & Osborn says:*

“Federal legislation to make his book compulsory to advertising practice might help.”

*T. M. Cleland says:*

“Beautifully done, in fact so well done that there ought to be no further need of another book on the subject.”

*Harry L. Gage says:*

“One of the few real contributions thus far on the making of advertising. Cubs, juniors and seniors in all branches should profit directly in its study.”

*D. B. Updyke, of the Merrymount Press, says:*

“He has produced a volume which is not merely thoughtful and original, but which teaches the reader how to attack the various problems.”

**HARPER & BROTHERS**

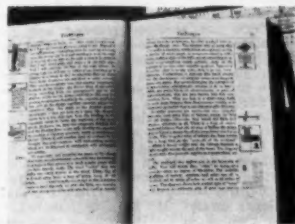
*says Earnest Elmo Calkins in “Advertising and Selling”*

*of*

## LAYOUT IN ADVERTISING

by **W. A. DWIGGINS**

Exactly as they are met in actual work, Mr. Dwiggins takes up a large number of typical layout problems, and explains the step by step method of solving them. His method shows the reader himself how to create and criticize layouts successfully. Many rough layouts serve as a manual of suggested patterns for all sorts of advertisements. \$7.50



ON APPROVAL ORDER FORM P. I. 1

**HARPER & BROTHERS**

49 E. 33rd St., New York City

Please send me postpaid for FREE examination one copy of LAYOUT IN ADVERTISING, \$7.50.

☐ I will remit \$7.50 in ten days or return the book.

☐ Check is enclosed ☐ Send C. O. D.

Name .....

Address .....

Business Connection .....

(Please fill in)

# Advertising Club News

## Spotlight Thrown on New "Blue Sky" Schemes

Criminal conviction of George Graham Rice, under whose leadership the "tipster sheet" flourished, the vigilance of law enforcement officers and the growing sophistication on the part of investors, all have contributed to break the backbone of this system of stock-swindling, according to H. J. Kenner, general manager of the Better Business Bureau of New York City.

In his report covering the activities of the Bureau for the last four months, Mr. Kenner throws a spotlight on other methods which "blue sky" promoters have taken up to replace those which have been rendered unprofitable. Many of that ilk, having adopted a high sounding "advisory service" title or other disarming name, send to their old lists of credulous speculators recommendations to purchase a certain listed stock. This stock is usually one dealt in on a reputable stock exchange.

"Before sending out his recommendations," explains Mr. Kenner, "the operator obtains an option on or secures a position in a large block of the stock he recommends, a security having small distribution. When the market price goes up, the operator unloads. When the artificial stimulus of his 'advice' is withdrawn, the price of the stock falls to a level governed by the moral law of supply and demand. Often the operator makes money selling on the way down.

"In his message to his credulous followers, he then points to his alleged success in predicting the rise and he launches another suggestion and repeats the process. He is silent as to the price to which the security receded and the speculator who follows the suggestion usually blames himself for not having taken his profit when the price was up.

"In this form of operation," Mr. Kenner further explains, "the tipster handles no money. He instructs his following to purchase the stock through their own brokers. His profits are made by his purchase and sale in the market of the security he 'recommends.' Operations of this nature, therefore are difficult to halt by legal means. He who is tempted to heed such 'tips,' Mr. Kenner cautions, 'can protect himself only by forming the habit of investigating before buying.'

## Members Appointed to "On-to-Berlin" Committee

C. C. Younggreen, president of the International Advertising Association, has returned this week from a visit to Europe in the interest of preparations for the convention at Berlin. Conferences with those in charge of arrangements abroad were held at Paris, London and Berlin.

While abroad Mr. Younggreen announced the appointment of twenty-four members to the general "On-to-Berlin" committee for the United States and Canada. Senator Arthur Capper, as pre-

viously reported, is chairman of the committee. He will be assisted by the following vice-chairmen: Henry T. Ewald, Campbell-Ewald Co., Detroit; Lou E. Holland, Holland Engraving Co., Kansas City, Mo., and Paul H. Fassnacht, Rudolph Mosse, Inc., New York.

Other committee members are: Rollin C. Ayres, Zellerbach Paper Co., San Francisco; Allan T. Preyer, Vick Chemical Co., Greensboro, N. C.; Arthur Newmyer, New Orleans Item and Tribune; C. A. Tupper, International Trade Press, Chicago; Miss Elsie Wilson, American Radiator Co., New York; J. C. Nico-demus, Continental Clothing Co., Boston; Edward T. Hall, Ralston Purina Co., St. Louis; Frank Holland, Dallas; Herman G. Halsted, Paul Block, Inc., New York; W. H. Wiseman, Armand Co., Des Moines, Ia.; Theodore E. Ash, Philadelphia; George Blair, Eastman Kodak Co., Rochester, N. Y.; David Lawrence, United States Daily, Washington, D. C.; Merle Thorpe, Nation's Business, Washington, D. C.; Ralph K. Strassman, Red Book Magazine, New York; Theodore G. Morgan, Henry Morgan & Co., Ltd.; Montreal; G. R. Schaeffer, Marshall Field & Co., Chicago; J. C. McQuiston, Westinghouse Electric & Mfg. Co., Pittsburgh; E. W. Houser, Barnes Crosby Co., Chicago; W. C. Sproull, Burroughs Adding Machine Co., Detroit; and F. E. Chlupp, Sentinel Co., Milwaukee.

Eleven committeemen have been chosen for the general program committee of which Gilbert T. Hodges, New York, is chairman.

The three vice-chairmen are: Bennett Chapple, American Rolling Mills Co., Middletown, Ohio; K. L. Hamman, K. L. Hamman Advertising Co., San Francisco, and Malcolm Muir, McGraw-Hill Publishing Company, New York.

Other United States members are: W. E. MacFarlane, Chicago Tribune; Verne Burnett, General Motors Corporation, Detroit; Lee H. Bristol, Bristol-Myers Co., New York; Frank A. Black, William Filene's Sons Company, Boston; Horace C. Klein, Webb Publishing Co., St. Paul; Stanley Resor, J. Walter Thompson Co., New York; Rollin C. Ayres, San Francisco, and Harvey R. Young, Columbus, Ohio, Dispatch.

\* \* \*

## Heads Rochester, N. Y., Women's Club

Miss Grace E. Keenan was elected president of the Rochester, N. Y., Women's Advertising Club, at its second annual meeting. Miss Alice Ford was made first vice-president; Miss Vera Mosbaugher, second vice-president; Miss Helen Wigg, treasurer; Miss Cecelia Connearnot, recording secretary and Miss May O'Connor, corresponding secretary.

\* \* \*

Lewis S. Williams has been appointed assistant secretary of the Cleveland Advertising Club. He had been with the advertising department of the Perfection Stove Company, Cleveland.

*A new high-water mark*

**23,248**

This is the present net paid circulation—the largest in the history of Printers' Ink.

Special offers, premiums, canvassers and other forced circulation methods are never used.

*The paper is sold only on its editorial merit.*

**PRINTERS' INK**

*23,248 net paid circulation*



And Printers' Ink Monthly has also made a new circulation record in February—net paid now 19,022—the largest in its history.

# 108 pages of advertising —and what they prove—

People who are your best prospects—

- |   |   |
|---|---|
| 1. Live well in fine homes—                         | 8 $\frac{1}{2}$ pages of home equipment, furniture and furnishings advertising. |
| 2. Occupy prominent positions in their communities— | 30 $\frac{2}{3}$ pages of business equipment and industrial advertising.        |
| 3. Have ample funds for investment—                 | 18 $\frac{1}{3}$ pages of financial advertising.                                |
| 4. Read good books—                                 | 14 $\frac{1}{3}$ pages of publishers' advertising.                              |
| 5. Drive fine motorcars—                            | 7 pages of automobile advertising.  |
| 6. Travel and stop at the best hotels—              | 17 $\frac{2}{3}$ pages of travel, railroad, steamship and resort advertising.   |

[ Not to speak of 11  $\frac{1}{2}$  pages of other  
advertising in the March issue. ]

THERE is ample testimony as to the quality of World's Work circulation through actual investigations of it; but here is dollar testimony to the advertising world's appraisal of World's Work quality—and responsiveness.

## WORLD'S WORK

DOUBLEDAY, DORAN & COMPANY, INC.

Publishers, Garden City, N. Y.

NEW YORK: 244 Madison Avenue

BOSTON: Park Square Building / CHICAGO: People's Gas Building

ATLANTA: Glenn Building / SANTA BARBARA, CAL.

## MARCH MAGAZINES

VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES(Exclusive of publishers' own  
advertising)

	Pages	Lines
The Spur (2 issues).....	181	121,497
House & Garden.....	177	112,021
Country Life .....	155	104,105
Town & Country (2 issues).....	145	97,085
House Beautiful .....	116	73,092
Arts & Decoration.....	96	64,470
Vanity Fair .....	99	62,585
Nation's Business .....	132	56,500
American Home .....	89	56,133
World's Work .....	108	46,504
Forbes (2 Feb. issues)....	98	44,491
The Sportsman .....	69	43,492
Popular Mechanics .....	176	39,312
Cosmopolitan .....	91	38,928
Normal Instructor .....	56	38,045
American .....	88	37,685
True Story .....	87	37,219
Better Homes & Gardens...	82	36,978
Review of Reviews.....	84	36,036
Popular Science Monthly...	83	35,526
International Studio .....	43	29,106
Physical Culture .....	63	27,050
Magazine of Business.....	61	26,098
Harpers Magazine .....	114	25,564
Magazine of Wall Street (2 Feb. issues) .....	59	25,454
Red Book .....	57	24,389
Field & Stream.....	54	23,344
Atlantic Monthly .....	97	21,773
Photoplay .....	50	21,663
World Traveler .....	34	21,551
Forum .....	47	20,305
American Boy .....	30	20,092
Motion Picture Magazine..	46	19,611
Theatre .....	30	19,039
Golden Book .....	42	17,983
Country Club Magazine....	28	17,601
True Detective Mysteries..	41	17,465
True Romances .....	41	17,442
Scribner's .....	72	16,178
Dream World .....	38	16,104
American Golfer .....	25	15,679
Science & Invention.....	35	15,642
True Confessions .....	35	15,015
National Sportsman .....	34	14,639
Outdoor Life & Recreation.	34	14,386
Elks Magazine .....	31	14,136
Psychology .....	32	13,881
Boys' Life .....	19	13,208
Radio News .....	29	12,997
Hunting & Fishing.....	30	12,661
Asia .....	27	11,808
Motion Picture Classic....	27	11,786

# Executive Personnel Advertising

Heads of large Corporations have asked our co-operation to help them to find exceptional men for executive positions.

Due to consolidations and other developments, numbers of men of high earning-power have sought our personal co-operation in helping them to locate openings.

Entirely unsolicited on our part, advertising of this nature has lately been coming to us. As most of these advertisements have been signed with a box number in our care, we have been able to gauge the pulling-power of FORBES.

FORBES has been growing steadily in prestige and circulation. Devoted entirely to business and supplying genuinely helpful service to the active American executive, its circulation provides the ideal national field for Corporations to locate executives and for executives to locate positions.

Advertising is now solicited from Corporations seeking executives and from executives seeking positions. A special department has been organized for this purpose, offering co-operation and service in the planning of executive personnel advertising.

We will accept advertisements for executives, providing the salary is \$3,600 or higher.

The initial rate is \$15.00 per column inch.

*Inquiries and Orders Are Invited*

## FORBES

B. C. FORBES, *Editor*

WALTER DREY, *Advg. Director*

120 Fifth Avenue New York

### REPRESENTATIVES:

New York—120 Fifth Avenue, FRANK BURNS,  
E. V. DANNENBERG, A. B. ELWORTHY,  
Chicago—Tribune Tower, H. C. DAYCH,  
J. L. FREEMAN; Detroit—General Motors Bldg.,  
D. C. MURRAY, BLANCHARD-NICHOLS-COLE-  
MAN, Atlanta, San Francisco, Los Angeles,  
Seattle.

Member A. B. C.



**Photo Engraving****Sales and Service**

man wanted—We want to hear from a man who appreciates good work and excellent service. Plant runs day and night and produces the finest quality photo engraving. Process and Ben Day, Black and White. This opportunity occurs because we have greatly increased our facilities and are therefore able to increase our output substantially.

**Quality Photo Engraving Co.***Incorporated*

216 East 45th St. Murray Hill 9733

**COLLEGE GRADUATE, Pfd.**

or

**HARD WORKER**

IT'S the same man who wants the job. After two years account-handling with large international advertising agency, he is seeking permanent connection with established New York concern. Previous experience in selling and personnel. Age twenty-five. Finest connections and references.

Address "C," Box 280  
Printers' Ink

**THE MOVIE SCREEN**  
INDOOR POSTER ADVERTISING

**The Perfect Dealer Tie-Up**

1772 National Advertisers are using our movie slide service.

**WINDOW DISPLAYS      PHOTOGRAPHY**

**NATIONAL STUDIOS**  
INC.  
226 W 50th St. NEW YORK

	Pages	Lines
Screenland .....	27	11,560
American Mercury .....	50	11,159
American Legion Monthly..	25	10,518
Radio .....	24	10,488
Extension Magazine .....	13	9,248
Nature Magazine .....	21	8,805
American Motorist .....	20	8,470
Secrets .....	20	8,373
Sunset .....	18	7,873
Forest & Stream.....	18	7,764
Youth's Companion .....	11	7,168
Association Men .....	17	7,140
Scientific American .....	16	6,939
Open Road for Boys.....	15	6,627
American Girl .....	15	6,436
Film Fun .....	14	6,149
National Republic .....	14	6,075
Picture Play .....	14	6,006
Newsstand Group .....	25	5,689
Munsey Combination .....	24	5,376
The Rotarian .....	12	5,291
Current History .....	21	4,704
Bookman .....	17	3,871
Everybody's .....	14	3,176
The Scholastic (2 Feb. issues) .....	8	3,125
Street & Smith Combination	13	2,856
St. Nicholas .....	7	2,789
Wide World .....	12	2,744
Blue Book .....	8	1,720

**WOMEN'S MAGAZINES**

	Pages	Lines
Vogue (3 issues).....	323	204,430
Ladies' Home Journal.....	149	101,182
Harper's Bazar .....	140	93,945
Good Housekeeping .....	190	81,331
Woman's Home Companion.	83	56,255
McCall's .....	79	53,985
Pictorial Review .....	70	47,600
Delineator .....	64	43,720
Holland's .....	37	28,321
Farmer's Wife .....	33	22,326
Modern Priscilla .....	30	20,530
Household Magazine .....	23	17,312
Woman's World .....	25	16,989
Smart Set .....	39	16,810
People's Popular Monthly.	23	15,470
Children, The Parents' Magazine .....	33	14,314
Needlecraft .....	17	11,778
Junior Home Magazine....	15	10,046
People's Home Journal....	17	7,706
Child Life .....	17	7,144
Fashionable Dress .....	10	7,035
Messenger of Sacred Heart.	15	3,381
John Martin's Book, The Child's Magazine .....	7	2,983



# Harper's Bazar

## Advertising Bulletin

### February Issue

increase of 21 pages over last year.  
largest issue ever published in February.

### March Issue

increase of 15 pages over last year.  
largest issue ever published in March.  
greatest number of color pages  
ever published.

### April Issue

*big news to come*

# Harper's Bazar

FREDERIC DRAKE, BUSINESS MANAGER  
572 MADISON AVENUE • NEW YORK

## CANADIAN MAGAZINES

	Pages	Lines		Pages	Lines
Mayfair .....	82	52,025	Literary Digest .....	44	19,870
MacLean's (2 Feb. issues) ..	58	40,937	American Weekly .....	10	18,827
Can. Homes & Gar. (Feb.) ..	58	36,597	Collier's .....	26	17,946
West. Home Mo. (Feb.) ..	41	29,632	Time .....	32	13,613
Can. Home Journal (Feb.) ..	41	28,947	Liberty .....	30	12,692
The Chatelaine .....	30	20,706	Christian Herald .....	12	5,225
Rod & Gun in Canada .....	16	6,851	Life .....	10	4,463
			The Nation .....	8	3,250
			Outlook .....	6	2,547
			Judge .....	5	2,326
			Churchman .....	5	1,919
			New Republic .....	2	923

## FEBRUARY WEEKLIES

February 1-6	Pages	Lines
Saturday Evening Post ..	94	63,771
New Yorker .....	56	23,911
American Weekly .....	9	17,995
Literary Digest .....	34	15,602
Collier's .....	18	11,987
Time .....	26	11,144
Liberty .....	20	8,562
Life .....	12	5,163
Christian Herald .....	7	4,553
The Nation .....	6	2,450
Outlook .....	5	2,269
Judge .....	5	2,084
Churchman .....	5	1,988
New Republic .....	4	1,940

February 7-13	Pages	Lines
Saturday Evening Post ..	87	59,022
New Yorker .....	47	20,312
Literary Digest .....	44	19,921
American Weekly .....	10	18,107
Time .....	42	17,824
Collier's .....	20	13,351
Liberty .....	24	10,171
Life .....	16	6,969
The Nation (Book Section Included) .....	16	6,250
Christian Herald .....	6	4,149
Outlook .....	6	2,581
Judge .....	6	2,363
New Republic .....	5	2,343
Churchman .....	4	1,515

February 14-20	Pages	Lines
Saturday Evening Post ..	102	69,511
New Yorker .....	60	25,727
American Weekly .....	11	20,910
Literary Digest .....	45	20,303
Collier's .....	24	16,065
Time .....	33	14,199
Liberty .....	26	11,190
Christian Herald .....	18	7,862
Life .....	14	6,069
Churchman .....	8	3,217
Judge .....	6	2,716
Outlook .....	6	2,710
The Nation .....	7	2,600
New Republic .....	4	1,956

February 21-28	Pages	Lines
Saturday Evening Post ..	90	61,057
New Yorker .....	58	25,084

Totals for February	Pages	Lines
Saturday Evening Post ..	373	253,361
New Yorker .....	221	95,034
American Weekly .....	40	75,839
Literary Digest .....	167	75,696
Collier's .....	88	59,349
Time .....	133	56,780
Liberty .....	100	42,615
Life .....	52	22,664
Christian Herald .....	43	21,789
The Nation .....	37	14,550
Outlook .....	23	10,107
Judge .....	22	9,489
Churchman .....	22	8,639
New Republic .....	15	7,162

## RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Pages	Lines
1. Vogue (3 issues) .....	323	204,430
2. The Spur (2 issues) .....	181	121,497
3. House & Garden .....	177	112,021
4. Country Life .....	155	104,105
5. Ladies' Home Journal .....	149	101,182
6. Town & Country (2 is.) ..	145	97,085
7. Harper's Bazar .....	140	93,945
8. Good Housekeeping .....	190	81,331
9. House Beautiful .....	116	73,092
10. Arts & Decoration .....	96	64,470
11. Vanity Fair .....	99	62,585
12. Nation's Business .....	132	56,500
13. Woman's Home Comp. ..	83	56,255
14. American Home .....	89	56,133
15. McCall's .....	79	53,985
16. Mayfair .....	82	52,025
17. Pictorial Review .....	70	47,600
18. World's Work .....	108	46,504
19. Forbes (2 Feb. is.) .....	98	44,491
20. Delineator .....	64	43,720
21. The Sportsman .....	69	43,492
22. MacLean's (2 Feb. is.) ..	58	40,937
23. Popular Mechanics .....	176	39,312
24. Cosmopolitan .....	91	38,928
25. Normal Instructor .....	56	38,045

The California Home Owner, Los Angeles, has been merged with California Arts & Architecture, also of that city.

# INDUSTRIAL ADVERTISING COPY

BY R. BIGELOW LOCKWOOD

Advertising Counselor  
McGraw-Hill Publishing Company

\$3.00

326 pages

5½ x 8

96 illustrations

Industrial advertising, distinct as it is from general advertising, has formulated its own codes of practice. Here is a book that presents clearly, concisely and ably the essential facts that the writer of copy should know before he attempts to reach industrial markets with his printed message.

## A practical working guide to the planning and writing of industrial advertising copy.

Opening with a discussion of industrial marketing in general, the book goes on to a complete exposition and explanation of the procedure to be followed in the production of effective industrial copy. Every size and type of advertisement is covered from the planning of the layout to the selection of type faces.

Definite STEP-BY-STEP directions are given. Actual examples of industrial advertisements are referred to and every type of question that might arise is discussed fully.

### CHAPTER HEADINGS

- I. Industrial Marketing.
- II. Industrial Buying vs. General Consumer.
- III. Planning the Layout.
- IV. Planning the Headline.
- V. Illustrating the Industrial Advertisement.
- VI. Finding Material for Copy.
- VII. Writing the Copy.
- VIII. Using Color to the Best Advantage.
- IX. The Use of the Coupon.
- X. Testimonial Advertising.
- XI. The Trade Character.
- XII. Dramatizing the Advertisement.
- XIII. Making Type Talk.
- XIV. Putting Life in Small Space Advertisements.
- XV. Advertising the Free Offer.
- XVI. Manufacturers' Literature.
- XVII. Teamwork with the Sales Department.
- XVIII. A Few Words in Closing.

### See it for 10 days FREE

Send for this new book for 10 days' free examination. This does not place you under any obligation to purchase. You merely agree to return the book, postage prepaid in 10 days, or to send us \$3 as payment in full at that time.

Order Now — Use this Coupon

### McGRAW-HILL Free Examination Coupon

McGRAW-HILL BOOK CO., INC., 370 Seventh Ave., New York, N. Y.

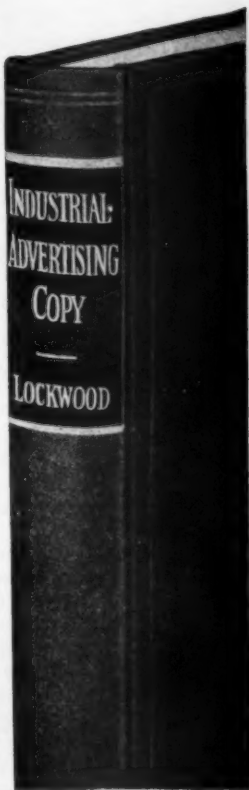
You may send me for 10 days' free examination LOCKWOOD'S INDUSTRIAL ADVERTISING COPY, \$3.00 net postpaid. I agree to remit for the book or to return it, postage prepaid, within 10 days of receipt.

Name .....

Address .....

Position .....

Company ..... P. I. 5-14-29



## FOUR-YEAR RECORD OF MARCH ADVERTISING

	1929 Lines	1928 Lines	1927 Lines	1926 Lines	Total Lines
House & Garden.....	112,021	105,724	122,039	113,057	452,841
Town & Country (2 issues).....	97,085	90,876	90,728	88,508	367,197
Country Life.....	104,105	86,538	88,284	72,009	330,936
House Beautiful.....	73,092	56,630	66,978	64,828	261,528
Arts & Decoration.....	64,470	63,084	58,044	44,058	229,656
Vanity Fair.....	62,585	54,614	53,736	58,633	229,568
American.....	37,685	41,283	49,456	49,119	177,543
American Home.....	56,133	37,118	42,501	40,112	175,864
Nation's Business.....	*56,500	*42,066	38,670	31,692	168,928
MacLean's (2 Feb. issues).....	40,937	44,264	49,144	34,572	168,917
Popular Mechanics.....	39,312	37,408	37,632	37,072	151,424
Cosmopolitan.....	38,928	32,614	40,530	35,798	147,870
Forbes (2 Feb. issues).....	44,491	36,073	35,749	31,371	147,684
Popular Science Monthly.....	35,526	34,840	34,033	34,210	138,609
Magazine of Business.....	26,098	33,080	34,748	35,178	129,104
True Story.....	37,219	32,922	28,511	25,196	123,848
Better Homes & Gardens.....	36,978	32,572	26,566	23,578	119,694
World's Work.....	*46,504	22,504	23,964	24,352	117,324
Review of Reviews.....	*36,036	24,003	21,770	30,718	112,527
Red Book.....	24,389	26,307	31,390	27,893	109,979
Physical Culture.....	27,050	23,568	25,719	26,895	103,232
Harpers Magazine.....	25,564	25,735	25,816	20,246	97,361
Field & Stream.....	23,344	22,649	24,453	25,883	96,329
International Studio.....	29,106	23,239	23,471	20,019	95,835
Photoplay.....	21,663	22,734	24,758	25,303	94,458
Atlantic Monthly.....	21,773	22,400	26,390	23,485	94,048
True Romances.....	17,442	20,878	21,649	21,792	81,761
Scribner's.....	16,178	16,801	19,299	19,109	71,387
American Boy.....	20,092	16,150	16,055	16,306	68,603
Theatre.....	19,039	17,617	16,446	14,784	67,886
Motion Picture Magazine.....	19,611	17,383	14,419	16,458	67,871
Outdoor Life & Recreation.....	14,386	19,320	15,046	15,192	63,944
Science & Invention.....	15,642	13,636	14,165	14,062	57,505
Boys' Life.....	13,208	12,410	13,737	13,372	52,727
Sunset.....	7,873	11,308	13,018	19,687	51,886
National Sportsman.....	14,639	14,593	10,043	9,812	49,087
Scientific American.....	*6,939	*7,738	10,098	14,918	39,693
Forest & Stream.....	7,764	7,550	5,665	6,578	27,557
American Girl.....	6,436	6,315	6,457	7,365	26,573
Munsey Combination.....	5,376	4,928	6,188	5,208	21,700
St. Nicholas.....	*2,789	*4,505	*6,659	5,220	19,173
Everybody's.....	3,176	2,901	2,652	3,102	11,831

\*New Size. 1,409,184 1,268,878 1,316,676 1,246,750 5,241,488

## WOMEN'S MAGAZINES

Vogue (3 issues).....	204,430	†159,028	†145,410	†155,511	664,379
Ladies' Home Journal.....	101,182	97,574	104,304	97,244	400,304
Harper's Bazar.....	93,945	83,454	67,676	65,716	310,791
Good Housekeeping.....	81,331	78,991	75,874	73,014	309,210
Woman's Home Companion.....	56,255	62,019	62,390	67,661	248,325
McCall's.....	53,985	56,636	51,534	40,963	203,138
Pictorial Review.....	47,600	45,439	51,244	45,220	189,503
Delineator.....	43,720	49,328	39,451	33,979	166,478
Modern Priscilla.....	20,530	21,391	24,800	23,397	90,118
Woman's World.....	16,989	15,831	18,264	17,583	68,667
People's Popular Monthly.....	15,470	15,004	15,735	15,581	61,790
People's Home Journal.....	*7,706	13,326	18,498	15,296	54,826
Needlecraft.....	11,778	12,410	12,601	13,156	49,945

\*New Size.

†Two Issues. 754,921 710,431 687,801 664,321 2,817,474

## WEEKLIES (4 February Issues)

Saturday Evening Post.....	253,361	244,356	286,976	305,299	1,089,992
Liberty.....	*42,615	87,975	100,544	85,602	316,736
New Yorker.....	95,034	76,611	91,115	45,439	308,199
Literary Digest.....	75,696	65,771	62,268	75,716	279,451
American Weekly.....	75,839	51,580	37,081	38,273	202,773
Collier's.....	59,349	46,975	49,153	45,087	200,564
Time.....	56,780	32,010	34,591	25,475	148,856
Christian Herald.....	21,789	19,535	20,660	21,152	83,136
Life.....	22,664	19,386	20,110	20,961	83,121
Outlook.....	10,107	†12,668	11,116	15,253	49,144

\*New Size.

†Five Issues. 713,234 656,867 713,614 678,257 2,761,972

Grand Totals.....2,877,339 2,636,176 2,718,091 2,589,328 10,820,934



## "Good Morning, Mr. Edison"

**T**HOMAS EDISON walked into the office of the Scientific American and set a contrivance before the editor.

"Good morning," said the object.

It was the first public demonstration of the preservation and reproduction of the human voice. One more of Edison's inventions, one more of a long line of scientific achievements was thus made known first to the Scientific American and through it to the public.

The forward-looking business man of that day perceived in that invention a vast series of industries pregnant with tremendous possibilities for profit if he participated, and with possibilities of loss if he failed to heed the signals.

The same thing is happening today. New leaders read the future through the lines of the Scientific American.

And its pages provide a place to give your message importance, and to associate it with the most interesting things happening in the world.

## Scientific American

24 West 40th Street New York City

*Western Representatives: Blanchard - Nichols - Coleman*

Chicago

Los Angeles

San Francisco

Seattle

Atlanta

## The Little Schoolmaster's Classroom

WHEN a farmer buys an alfalfa fork made by the American Fork & Hoe Company, Cleveland, and then, in the course of time, breaks the handle, the company naturally would prefer that he buy a new fork. Sometimes he does; but usually he goes to his dealer and obtains a new handle. This may or may not give the repaired tool the same hang, set and balance as was possessed by the original. If it does not, the farmer is pretty sure to conclude that the "True Temper" tools made by this organization are not so good after all—or at least that the quality is not so good as in former years.

Accordingly, the company does what the Class will readily recognize as being a smart bit of merchandising. It carries constantly in stock a huge line of what it calls "Right Repair Handles" covering its entire line. These handles have ferrules attached in all cases where the original handles were thus equipped. The fork handles are bored with a square hole so that it is a mere detail to substitute them for the old ones. The company guarantees that if the proper handle is driven onto one of its tools the repaired article will be as good as new.

"Whenever a dealer sells one of these handles," C. H. Wagner, sales manager of the company, tells the Schoolmaster, "he effectually destroys any opportunity he may have had to sell the farmer a new tool to replace the old. But the general reputation of our trademarked line is so valuable to us that we must guard it even at the expense of current sales opportunity. If the customer buys the wrong kind of handle and thereby is led to think less kindly of our general line of tools, we are interfering with something that is the most valuable feature of our business. Therefore we have an elaborate system for giving him the right kind of handle so that his good-will toward us and our goods may continue unabated."

Right here, it may be suggested, is an instructive example of the rightful importance the really up-to-date merchandiser puts upon comparatively insignificant things. One wrongly fitted handle does not amount to much, but if hundreds or thousands of farmers would buy this variety and have their faith in the whole line thereby weakened, it would be a case of the merchandiser itself breaking down the very good-will which the advertising was designed to create for it. And the break-down would not be due to any inherent fault in the merchandise either. Constant vigilance and clear thinking must be utilized these days if the reputation of even the most meritorious line is to be preserved intact.

\* \* \*

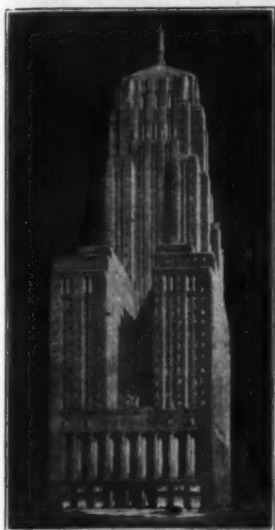
One of the most popular subjects of Class discussions these days is testimonial advertising. One of the contributions which the Schoolmaster has received concerns the result of a questionnaire submitted to members of the Peoria advertising club. The question was asked: "Do you feel that you have ever been persuaded to buy anything because Doug Fairbanks, Clara Bow, Ann Pennington, Will Rogers or some other well-known personage used it?"

The answer from out Peoria way is passed on to the Class through Harry Clatfelter, who tells us that only two votes indicated a "star" complex. Thirty-two people voted thumbs down, thus denying that they could be made to play "follow the leader."

Further, they were asked "Which influences you more; testimonials from folks like the above or those from ordinary people you've never heard of?" When the returns were counted the unknowns had it on the famous, 20 to 3. The Schoolmaster is satisfied that Peoria at least has very decided opinions.

\* \* \*

Association campaigns frequently bog down because of a lack of in-



# Building Managers

## Review Plans for Chicago Board of Trade Building

*Holabird & Root, Archts.*

*Albert H. Wetten & Co.  
Renting Agents*

**J**UST as the work of tearing down the old Chicago Board of Trade Building, was started, a committee of experienced building managers met in conference to review plans and make recommendations for the new Board of Trade Building. The committee is composed of Earle Shultz, chairman; Frank S. Slosson, John T. Redmond, James B. Kaine, Arthur B. Hall, all of Chicago; John L. Lear, Philadelphia; A. J. Bleecker and J. E. Elder of New York; John L. Dease of Cleveland and Harry Thomas of Detroit. Such committees as the above function every day on new construction in many cities throughout the country. These experienced building managers also act as single units. They are the final deciding factors in the selection of materials and equipment for constructing and maintaining office, apartment and other large business buildings. You can tell these building owners and managers through their business paper, **BUILDINGS AND BUILDING MANAGEMENT**, why they should recommend your product.



**PORTER-LANGTRY CO., Publishers**

Member A. B. C. 139 NORTH CLARK ST., CHICAGO Member A. B. P.  
Business Office: 100 West 42nd St., New York City



## CREATIVE ABILITY AVAILABLE

An advertising man now in a position which many would regard as exceptional to hold at the age of thirty, wishes to make a change because of political reasons which prevent his best work being done. He has managed a million dollar campaign and his work has been reproduced in many advertising periodicals. He makes his own layouts and possesses a thorough background in printing and typography. An advertising agency, an advertiser, or a direct mail house that wants to produce unusual and compelling advertising may use his creative ability to advantage. Address "H," Box 284, Printers' Ink.

## Westport, Connecticut

Hungry for trees, flowers and sunlight? Make this the end of your quest!

A modern cottage with large studio-living-room, enclosed porch, bedroom, balcony and dressing-room, kitchen with complete electrical equipment, built-in garage.

Located off quiet road, one mile from express commuting station, on  $\frac{3}{4}$ -acre plot with river frontage. Flower gardens, trees and broad lawns. Near riding and golf clubs, tennis courts and beach.

This ideal summer or year-round home is advertised for the first time. It may be the last!

Address "X," Box 144, Printers' Ink.

## SELLING —

is practically the only sure way to get MORE MONEY!

**I offer 40% more commission than the trade—you share in the profits.**

Come—sell printing with me—a medium, centrally located, well organized plant.

Both — TYPEGRAPHER & PRINTER

Address Box 149, Printers' Ink.

## MODERN POSTER ANNUAL

VOL. 5—1929

The only annual (10x13 in.) looseleaf collection of its kind. Contains over 100 of the year's best advertising posters, booklets, folders, etc.

**ALL COLOR REPRODUCTIONS**

Price: \$6.00, Postpaid

**MODERN POSTER ANNUAL**

251 West 98th Street New York

terest on the part of the association members. Heads of associations often do not realize that they have two selling jobs; the first to sell the consumer, and the second to sell the members of the association.

These thoughts are brought to mind by a recent book issued by the Bureau of Envelope Manufacturers of America which summarizes the bureau's activities in promoting the good of the envelope industry. This book, of course, contains copies of the bureau's campaign in trade papers but is not content to stop there. In addition, it devotes a number of pages to describing the needs of the industry, why it is advertising, what can be accomplished by the advertising, and how every manufacturer in the industry can co-operate in bringing the campaign to full effectiveness.

The Schoolmaster believes that such a book should be the part of every association campaign. It can be used effectively not only by members of the association working with their sales and promotion forces, but can also be used on certain selected consumer prospects. He does not know in how many different ways the bureau plans to use this book but regardless of the actual details of the campaign, the value of such a book is unquestioned.

\* \* \*

Probably there are few newspaper readers who do not know of the \$500,000 slander of title suit brought by Mme. Hahn against Sir Joseph Duveen regarding her portrait of "La Belle Ferronniere." The Schoolmaster has read the reports so carefully that he feels as though he were a juror on the case. While the trial was at its height he was extremely interested in a photograph of "La Belle" appearing in an advertisement of R. H. Macy & Company.

"How in the name of advertising," thought he, "can Macy use this as a copy angle?" Then following there appeared: "What Do You Think of This for \$13.74? We Admit It's a Copy."

There seems to be little news remaining that advertisers cannot use for timely appeals. But they



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## WE KNOW OF NOT OVER FIFTEEN AGENCY EXECUTIVES WHO COULD FILL THIS JOB

---

ONE of the larger New York agencies is looking for a Production Executive to assume control of its creative and service organization.

His association will be with an established agency of the highest reputation, with an enviable record of service on national accounts, a strong financial structure, a capable personnel and an energetic program of expansion.

We know, after several months' study, of only fifteen executives in the whole agency field whose records warrant consideration for this unusual opportunity. The yardstick that we will place on this man is an exacting one and calls for these essential qualifications:

A sound appreciation of the fundamentals of merchandising.

Unusual creative ability—not simply a flare for the different, but an ability to grasp and dramatize the salient features of the most commonplace subject.

He will be essentially a copy man but with a thorough knowledge of art, layout and type composition—a man who will keep far ahead of his creative organization and inspire their sympathy and con-

fidence—a bear for work and for getting work from his staff.

A capacity for efficient organization of production details and procedure, and a practical viewpoint on costs and expense—an organizer of proven ability.

He will in fact be the creative pivot of the whole organization with absolute control over the art, copy, mechanical and traffic departments, as well as service to the agency's clients.

WE will provide for such a man an opportunity to step into a successful business as a principal, with an assured income fully in line with his past record and a definitely planned arrangement for profits and stock participation that will make him a functioning factor in the future of the organization and a beneficiary in its success.

Please give as briefly as possible, a *complete* picture of your business background in advance of personal interviews, which will be arranged promptly.

*All inquiries will be held in complete confidence.*

ADDRESS "Z," BOX 21, PRINTERS' INK, NEW YORK

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## Seasoned Publicity Man

Experienced writer with A-1 connections handling accounts for representative firms has time available for one or two additional clients.

*Write or telephone so that we may discuss your problem.*

**WALTER A. SCHILLING**  
10 East 39th St., New York  
Telephone CAledonia 0560

## Manager Wanted for Old Established Drug and Confectionery List Addressing Service

Experienced man, capable of getting new business and managing the department, will be offered an attractive profit-sharing proposition that will yield a good income to a real producer. Located in New York. Would also negotiate with already established service. Write fully, stating past experience.

Address "L," Box 285  
Printers' Ink

# Circulation

## Copy and Idea Man Available

Thoroughly grounded in the publishing field. . . . A producer of successful circulation methods, mail campaigns and dealer helps. Forceful copy writer. University man. Age 27. Salary \$3600. Address "T," Box 140, Printers' Ink.

## BUSINESS MANAGER WANTED

An unusual opportunity presents itself with prominent monthly magazine publisher for an Assistant who can invest up to \$5,000.00. A man of pleasing personality and business abilities will find a congenial connection with a promising future. Address full particulars to "W," Box 143, Printers' Ink.

must keep their avenues open for new ideas.

\* \* \*

So far, those who believe that the Schoolmaster ought to remain "Little" are by far in the majority. Among the latest members of the Class to express an opinion is Walter Wyman, general sales manager of The Carter's Ink Company. He says:

The department is one to which many of us turn first of all—or perhaps after reading the outstanding article from our point of view. Personally, I had assumed that the word "little" had some connotation either inside or outside your Madison Avenue organization. Frankly, even though it is meaningless as a word to me, I like it rather than the balder form suggested—and I cannot tell you why—a position in which a nursery rhyme sustains and supports me.

Frank Presbrey, of the Frank Presbrey Company, has decided views. He gets up in Class to state:

I certainly think that the adjective "little" should be dropped from PRINTERS' INK, which has become a colossus in its field and the diminutive adjective does not fill the bill at all, at the present time.

And then T. M. Jenkins, sales manager of the Interborough Mutual Insurance, rises to remark:

The question is: Should you cease to be the "Little" Schoolmaster?

Every Tuesday night on WOR there is a character known as Horace Peters who has the habit of telling all and sundry to "go fish!" but he doesn't mean to be, and is not, cheeky; so in the same vein you might tell our Oregon friend to "go fish," because even though you "grewed up" and shortened the title to just Schoolmaster (Brrrr) you would still be affectionately known by your present title, yes, as long as you live, and I have no doubt that when you go West your epitaph will read: "Here Lies the Little Schoolmaster." So what's the use?

I've occupied a seat in the front row (dumb but respectful) for several years, and have conjured a nice picture of you, and now our Oregon friend comes along and wants to endow you with a set of side-whiskers, bald pate and a wing collar and an academic expression.

Don't permit it, please, because I hope to call in and see you one of these days, and I'd hate to be disappointed.

C. M. Pasmore, formerly associate editor of *Marketing*, Toronto, has joined Campbell-Ewald, Ltd., Toronto advertising agency, as promotion manager.

# ... yes, we know you don't answer such advertisements

That's one indication that you're the kind of man we're looking for.

For the present, we want only your record and not your name. You can send it through a friend. If we think your record justifies a personal interview, we'll give our name and you can give yours. Then we'll talk business.

## What we want

We're one of the best known national magazines. We want a man who *knows food products* and how they are sold. No superficial, theoretical knowledge will do. The man we want has been through the mill. He has gone beyond personal selling to practical sales planning. He has earned his experience. He knows it has a market value.

We are ready to pay the price for the real thing.

## Have you got it?

Please don't waste your time or ours unless you're mighty sure. If you have what we need, your record will speak for itself. Write it out anyway. Don't be afraid to give full details. Then if it looks good to you, send it along and let us see how it looks to us.

**Address "XYZ," Box 290, Printers' Ink**

*P. S. Advertising experience would be a decided asset, though it is not wholly necessary. But sound practical experience on food products is absolutely essential.*

## Who Wants Me?

Advertising, sales-promotion and mail-order man—now employed as star copy man with a 4A advertising agency—desires a connection of responsibility with advertising agency or manufacturer. Have a ten-year record of achievement for producing business on a profitable basis. Can develop practical plans; create effective campaigns, originate striking illustrations and write refreshingly persuasive copy—the kind that palpitates with human interest, sticks tenaciously to the major sales angle and bores in. American; Christian; age 36; salary \$8,500. Who wants me? Address "Y," Box 145, Printers' Ink.

## Advertising Secretary

with executive ability, available

This young woman is secretary and right hand man to the Advertising Director of a national business magazine. A good mail-contact woman, writing her own sales and other letters; produces house bulletin, writes two columns for each issue of the magazine on advertisers' literature, knows production, does some minor copy. Good stenographer. Long experience commercial secretary and confidential clerk. Experienced in Wall Street procedure. References. Position desired: secretary to advertising manager or private secretary and confidential clerk to retired or active business man.

Address "O," Box 288, Printers' Ink.

## High Grade Publication or House Organ Wanted—

by well-equipped Printing Plant in central New York State. 25 to 100 thousand edition, in 2 or 3 colors—requiring exceptional typography and presswork. Can handle artwork, layout and engravings if advisable. Address "B," Box 139, Printers' Ink.

## ADVERTISING

and Sales Promotion man wants good husky job with manufacturer or agency, New England or New York State. 8 years' experience, now employed with national manufacturer 5 years. Age 33. American, married. Edit house organ. Salary \$3000. Address "A," Box 146, Printers' Ink.

## Death of A. H. Kellogg

Andrew H. Kellogg, founder of the printing and lithographing business at New York bearing his name, died last week at that city. He was one of the early members of the Typothetae of the City of New York, had served on its board of directors and had been active for many years in the New York Employing Printers' Association. Coming to New York in 1873, he became an employing printer seven years later. He is credited with the manufacture of the first litho-offset press, the model on which later improvements for this process were made. At the time of his death, he was seventy-three years old.

## W. F. Curtin with Silz Packing Company

W. F. Curtin, for the last ten years field manager of the merchandising department at the New York office of Barron G. Collier, Inc., has been appointed sales manager of the Silz Packing Company, New York, Diplomat food products.

## Join Worthington Pump and Machinery Corporation

W. O. Nettleton, formerly assistant advertising manager of the Durant Motor Company, and Frank J. G. Duck, recently with *Coal Age*, have joined the publicity department of the Worthington Pump and Machinery Corporation, Harrison, N. J.

## New Account for Hancock Payne Agency

The Real Estate Mortgage Guaranty Company, Philadelphia, has appointed the Hancock Payne Advertising Organization, of that city, to direct its advertising account. Newspapers will be used.

## Appointed by "The Catholic News"

Newark Suburban Newspapers, Newark, N. J., has been appointed advertising representative of the New Jersey edition of *The Catholic News*, New York.

## "GIBBONS knows CANADA"

J. J. GIBBONS Limited Advertising Agents

Toronto Montreal Winnipeg Vancouver Hamilton London Ed.  
New York Office 2152 Graybar Bldg. Thomas L. Briggs, Manager for United States

## Multigraph Ribbons Re-inked

Our **FAST-FIX**

Send 3 Ribbons to be Re-Inked at our expense

process costs only \$5.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

W. Scott Ingram, Inc.

57 Murray St., New York City

Classified each in cents.

## BUSINESS

Who Wants the business for an estimated increased Box 409,

Old Estate paper P several m Also large information

Advertiser Experience can secure substantial business

FOR SALE Press with motor w ment in sheet 35 on our fi

Advertiser \$20,000 neas; no publication houses, c orders ad

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A publisher seeks sires tion able

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on your campaign written 15 years for advertising will see with y COR Center

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**Who Wants More Business!**—We know the business-paper field. We can produce for an established paper or group seeking increased advertising in eastern territory. Box 409, Printers' Ink.

**Old Established, Well Equipped Newspaper Plant**—can produce completely, several more Newspapers or Catalogues. Also large run of circulars. Write for information. Box 419, Printers' Ink.

**Advertising Solicitor with Publishing Experience**—and five thousand dollars can secure remunerative position and substantial interest in successful monthly business paper. Box 443, Printers' Ink.

**FOR SALE**—2 color Huber Hodgeman Press with Cross Feeder and 220 volt motor with automatic controller, equipment in good running condition. Prints sheet 35½ x 50. Price \$4,500.00 complete on our floor. Box 424, Printers' Ink.

**Advertising Salesmen**—with \$10,000 to \$20,000 to join growing direct mail business; something new, protected; leading publications, bond houses, commercial houses, etc., are some of our clients; present orders assure good income. Box 421, P. I.

### YOUR SALES

A sales agency, headquarters in Ohio, wants additional lines of merit. Be it dry goods or chewing gum, if your product is salable, and you need satisfactory representation, locally or nationally, we can give it to you. Most all classes of trade are solicited by our traveling representatives. Box 415, Printers' Ink.

### WANTED!

#### UTILITIES CORPORATION

A publicity firm of assured ability seeks utilities corporation that desires approved methods of promotion publicity that guarantee desirable public relations. Box 422, P. I.

## SAVE MONEY

on your printing. Get our prices. Complete campaigns handled. Ideas created. Copy written for folders, booklets, letters, etc., 15 years' experience. Submit your problems for FREE analysis. Answer this advertisement on your letter-head, and we will send you FREE 100 business cards with your name done in "tintography."

**CORRECT PRINTING COMPANY**  
Center and Grand Sts., New York City

**TRADE ASSN. MANAGEMENT**—An experienced Trade Association Executive with well-equipped office and staff is in position to serve an association needing headquarters in New York. Box 426, P. I.

### HELP WANTED

**Secretary—Stenographer**—In advertising department of financial institution doing a National business. Work varied and interesting. Write stating experience, salary desired, etc. Box 440, P. I.

**Advertising Salesman Wanted**—now special representative for several small publications to handle advertising for high class technical medical journal on commission basis. Box 444, Printers' Ink.

**Sales Correspondent**—to handle and direct detail in office of large North Carolina furniture manufacturer. We want a clear thinker. Must be employed now. Write complete qualifications, references and salary. Box 416, P. I.

### ARTIST

For printing company maintaining advertising department. One who is capable of good visuals, lettering and finished work. Excellent opportunity in progressive company. Tell experiences in full. Box 410, Printers' Ink.

**Long Established Art—Engraving—Printing house** desires a Representative. A college graduate with a few years of experience, preferably in Publishing, Printing or Advertising, and with creative ability and a liking for writing and art. Company has a complete service and does the highest character of work only. Apply by letter to Box 414, P. I.

**WE SEEK A COPY WRITER** thoroughly experienced on drug products for A1 Co. in beautiful small city. Protestant, age 28-38; agency exp. pfd. \$6000-\$7500. **VISUALIZER** also ag cy exp. for N.Y.C.; color expert, about 30. \$5000-\$6500. **SPECIALIZING** in placing high-grade A.A. trained men in better positions. See Walter Lowen personally: 9-2 P.M. Vocational Bureau, 105 W. 40th, N.Y.C. (PENna. 5389.)

## PROMOTION MAN

Young man, 23-27, college graduate, wanted by national manufacturer to devise and execute sales promotional plans and material which will help salesmen to increase the productivity of their territory and efforts. Good salary and excellent opportunity to the man whose ability and experience suit him for this vacancy. Box 445, Printers' Ink.

**SALESMAN**—printing with high class clientele to contact with his accounts for their multigraphing—addressing and mailing requirements for a large letter shop. Box 108, 228 W. 42nd St., N. Y.

#### LETTERER WANTED

Splendid opportunity for young man to improve his ability in high-class studio. Only mail applications considered. State full particulars in first letter. The Graphic Arts Company, 172 High St., Hartford, Conn.

#### SALESMEN

Prepared Circulars for Furniture Stores.

Select territories.

CHANIN, 206 Lexington Ave., New York (Room 715)

#### ARTIST

Experienced Furniture, Wash Drawings.

Submit Samples.

**OPPORTUNITY** for man with ability to create sales compelling displays with manufacturer of metal window and counter display stands within 100 miles of New York City. Experience in similar lines desirable. State salary desired and past and present connections. Box 425, P. I.

#### Established Publisher's Representative With Cleveland Office

Wanted at once to represent high grade monthly trade journal. Territory: Ohio, Michigan, Western Pennsylvania. Straight commission basis. Give full particulars—age, experience, lines covered, and references. Executive will arrange Cleveland interview at an early date. Box 427, P. I.

**Man (or woman) for Montreal, Canada**, who has had at least 5 years' experience in: Copywriting, layouts, ordering art, engravings, printing, for newspapers, magazines, direct-mail. All types of retail and national advertising appealing to women, men and organizations. Position is Agency. Must be forcible writer—a natural salesman. Write with full details, Box 435, Printers' Ink.

#### CIRCULATION MANAGER WANTED IMMEDIATELY

by morning newspaper in western Canada city of eighty thousand population. Must be a man of sound and mature judgment who has had several years daily newspaper circulation experience and who can take full charge of circulation department. Salary sixty dollars per week to start. Apply in writing with photo, stating facts regarding present and past connections to Box 446, Printers' Ink.

## Salesman Wanted

Reputable concern, N. Y. C., offers unusual opportunity for forceful salesman to call on wholesalers with branded line of hosiery. Dry Goods experience not as essential as virile personal equipment; but applicant must have satisfactory record. Substantial future for competent man. Write giving age, experience and other necessary details.

Box 417, Printers' Ink.

**ADVERTISING SALESMAN** to sell Direct Mail printing for well-known New York printer. A visualizer, copy and layout man with experience planning campaigns for clients. Wonderful opportunity to develop this department of our business. Enthusiastic young man with agency or printing experience preferred. Box 418, P. I.

#### COMMERCIAL ARTIST & DESIGNER

A young man with experience in modern advertising art and design is wanted as assistant to Art Director in this fast growing Ohio Advertising Agency. Good opportunity and good salary for a wide-awake man with ideas. Preference given to expert in black and white and lettering. Give age, education, experience, and send samples and photo with first letter.

THE JAY H. MAISH CO.,  
Marion, Ohio

#### MISCELLANEOUS

### HOUSE ORGANS WANTED

Will you kindly send along a copy of your house-organ, to help us start one of our own? Thanks a lot, and let me know if I can return the favor. Phil Marsh, Philfuels Co., Bartlesville, Okla.

#### POSITIONS WANTED

**Trade Paper Representative**—in New York seeks additional connection with out of town publication. Cover news—advertising—years of experience. Box 429, Printers' Ink.

**Advertising Woman**—11 years' experience in department and specialty shop advertising. Flair for fashion promotions. Advertising manager or assistant. Highest references. Now employed. Box 423, P. I.

#### AVAILABLE

Experienced freelance artist desires new connections. Direct Mail—visuals, layouts and finish. General art work. Phone Chelsea 7257 N. Y.

### POSTERS

Copy and Idea Man with a flair for Posters that sell. Available April 10th. Salary \$3,900. Box 439, Printers' Ink.

#### ADVERTISING LAYOUT MAN

specialist in lettering, layout, typography, design. Desires position with reputable agency preferably Chicago or East. Six years' agency experience, age 30, married, college graduate, excellent references. Good salary expected. Box 428, Chicago Office, Printers' Ink.

### Exceptional Copy Writer

Sales-minded, productive. Extensive experience travel, financial, building materials, books, tires, automotive accessories, fashion and many more. 10 years advertising. Reportorial, editorial. Able writer copy and plan. Agency or mfg. Formerly Production Director. Qualify easily as Advertising Manager, Copy Chief or Production Director. Box 447, Printers' Ink.

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**ADVERTISING COPYWRITER**

Seven years' experience, seeks position where hard work is compensated. Skilled, industrious, 28, married. Write Box 412, Printers' Ink.

**UNUSUAL SECRETARY**

College-bred young man, with seven years' exceptional experience exclusively with outstanding advertising executives. Write Ned Farrell, 130 W. 49th St., N. Y. C.

**ACCOUNTANCY**—Young woman seeking position to acquire practical experience in accounting. Has had one semester of accounting course. Stenographer and typist—nine years' diversified experience. Box 438, Printers' Ink.

**COPY!—LAYOUT!—PRODUCTION!**

Young man, 24, with an exceptional experience in advertising desires a position with a progressive company. Writes selling copy, makes distinctive layouts and knows production thoroughly. Box 437, Printers' Ink.

Personal factors oblige me to leave a good position in New York and locate one in or near Philadelphia. I have three years of advertising experience, including plans, layout, production and copy. Would fit well into an agency or an advertiser's office. Age 27, American, married, college graduate, Box 436, Printers' Ink.

**COPY WRITER —**

**ALSO SPLENDID VISUALIZER  
MAIL ORDER — DIRECT MAIL  
NATIONAL ADVERTISING**

exceptional experience N. Y. 4A agencies; immediately available to concern requiring highest type ability. Box 430, P. I.

**Assistant Advertising Manager**—of large general wholesaler for past three years; 25 years old. Can be of great assistance to someone needing an alert capable worker. Neat layouts, clever copy, thoroughly conversant with typography, printing, engraving, direct advertising, etc. Ambitious student for wider sphere. Salary secondary to opportunity. Open for any offers. Please write Box 441, P. I.

**A seasoned writer and business research specialist**, 15 years' New York experience offers part-time service preparation of house-organs, booklets, catalogues, newspaper or magazine advertisements. I can make your house-organ lively, pertinent and helpful. Wonderful facilities for securing good photographs, drawings, cuts, research material and hard-to-find FACTS. Résumé and monographs planned and created. Box 442, P. I.

**EXPERIENCED YOUNG MAN  
FOR AN AGENCY**

I am an American. Christian. Single. College graduate. 27 years old.

For more than three years, I have been selling and advertising electrical appliances. During one year I managed the electric refrigeration department. Previous experience has been in insurance investigations; accounting; and newspaper copywriting. I'm interested in creative work, especially copy. I want to go into advertising altogether. Box 433, P. I.

**SALES PROMOTION SPECIALIST—**

Fifteen years' selling and advertising experience qualifies me to create a profitable new sales promotion department or to revitalize an old one. Now employed. Salary, \$7,000. Box 420, Printers' Ink.

**Technical Journal Sales Representative for Ohio Territory**—Because of merger, I am at liberty, 15 years' successful space-selling experience. Consistent worker and thorough knowledge of the territory. Located in Cleveland. Box 413, Printers' Ink.

**Can You Use This Experience?**

Five years industrial copy preparation covering practically every important industry. Plan—copy—layout—radio broadcasting. A year of consumer advertising.

Six years manufacturing—production, factory management, buying, selling, in chemical, pharmaceutical and allied lines. Glass, enameled steel, tooth pastes, disinfectants, cosmetics, pharmaceuticals. Age 35. Location desired: Middle West. Available April 15th. Box 434, Printers' Ink.

**Assistant to Account Executive**—Young man, now manager of small agency, seeks connection with 4-A firm in N. Y., Philadelphia or Chicago. Ten years' newspaper, publicity, agency experience; skilled at copy, layout, production, radio broadcasting; knows art, engravings, printing. Age 28, gentle. Now earning \$3,600, but considers immediate income secondary to opportunity with established firm. Write for details, samples. Will follow-up with interview my expense if justified. Box 411, Printers' Ink.

**SALES EXECUTIVE**

with proven record, experienced in handling salesmen and sales promotion, desires connection with reliable merchandise concern; good future and opportunity to make permanent connection more important than starting salary. Now employed in Chicago.

Box 431, Printers' Ink.

**ARE YOU PREJUDICED  
AGAINST A PHI BETA KAPPA  
KEY University of Chicago**

I confess I am—though I am a young woman who owns one.

I want to break into New York publishing or advertising or some similar employment—no matter how humble the starting place.

In extenuation, I offer:

1. One year's editorial experience on a Chicago publication.
2. Youth and enthusiasm—despite two years' public school teaching experience.
3. Some general business experience, including expert knowledge of typewriting.
4. A not unattractive, UNACADEMIC personality.

Will you grant me an interview? Box 432, Printers' Ink.



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## *"The Management Viewpoint On Advertising"*

"The principals of this agency are men of broad business experience, who never forget that the purpose of advertising is to build sales economically."

—quoted from a ten paragraph statement of the professional principles of this agency, in which "all plans, service and contacts are in the hands of owner-principals." Copy on request.

## **Carroll Dean Murphy, Inc.** *Advertising*

CARROLL D. MURPHY, Pres. & Treas.

FRANK R. SCHWENGEL, V. Pres.

MYRON T. HARSHAW, V. Pres.

26th Floor Pure Oil Tower, Chicago

Member of A. B. C.; N. O. A. B.; Chicago Ass'n of Commerce  
Recognition by A. N. P. A.; A. P. A.; P. P. A.; A. B. P.; A. H. M. P.

# FEBRUARY *was another* RECORD BREAKER!

Largest Daily Circulation  
of Any February in  
Tribune History - - -

837,916

NET PAID

Largest Sunday Circulation  
of Any Month in  
Tribune History - - -

1,273,615

NET PAID

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER